26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION OCTOBER 29, 1956 35¢ PER COPY

IN THIS ISSUE: COMPLETE INDEX PAGE 10

15%: ANA starts another probe of agency compensation system PAGE 31

Election: Eisenhower back with Democratic Congress, news editors predict PAGE 60

No Pay, No Show: CBS-TV cancels Democratic film when payment not made PAGE 62

Clear Channel Case: FCC reported ready to resolve 10-year-old issue PAGE 66

WDGY
Minneapolis-St. Paul

ow in first place, per all-day ooper average! Spectacular owth per latest Nielsen, and r latest Pulse. Talk to JOHN LAIR or WDGY GM Steve abunski.

KOWH
Omaha

ow in its sixth year of first ace dominance. Latest Hooper 47.7%. First on latest Pulse d latest Trendex, in all time riods. Contact ADAM YOUNG C. or KOWH General Mana- r Virgil Sharpe.

WHB
Kansas City

rst per Hooper, first per Area ielsen, first per Area Pulse, st per Metro Pulse. 85% re- wal rate among top 40 adver- ers proves vitality. See JOHN LAIR or WHB GM George W. rmstrong.

WTIX
New Orleans

ill rocketing, still in first ace, with increasing margins the time, per latest Hooper. d wait 'til you see that new- t Pulse. Ask ADAM YOUNG C. or WTIX GM Fred Ber- elson.

WQAM
Miami

w bringing Storz music, news, as, excitement to all of South- n Florida, with 5,000 watts on 0 kc. WQAM is already a fine ami buy, as JOHN BLAIR or M Jack Sandler will demon- rate.

The Storz Stations *Today's radio for today's selling*

dd Storz, President

SIOUX CITY, IOWA
AUGUST '56 PULSE PROVES:

79% more audience* for KVTV

KVTV Top 25 Shows	**KVTV** 41 of Top 42 Shows	**KVTV** Top 20 Net Shows
KVTV Top 11 Synd. Shows	**KVTV** Top 39 Local Shows	**KVTV** 88% Greater Avg. Class A Rating (6:30 P.M. to 10:30)

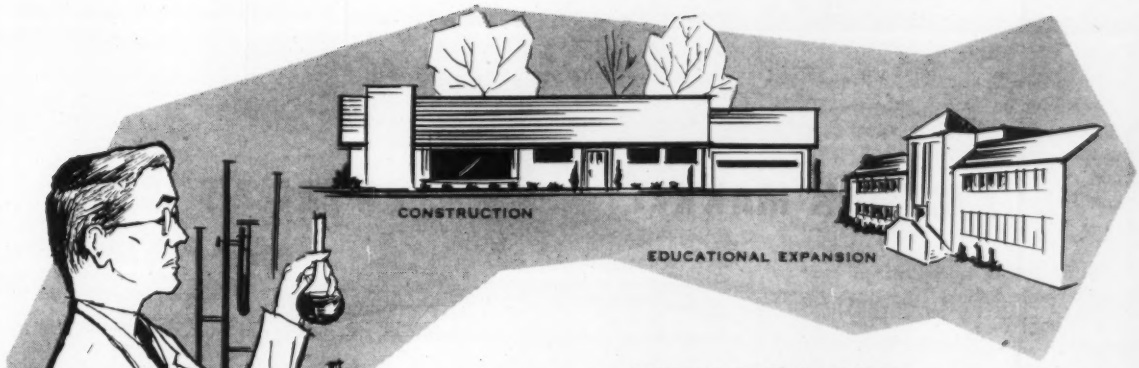
dominant

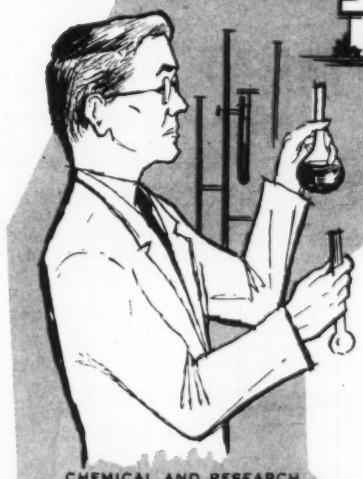
7 days a week
day and night

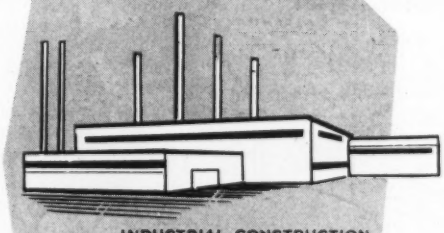
*August '56 Pulse proves 79% greater share of audience for KVTV during all time periods when KVTV and the competition are on the air.

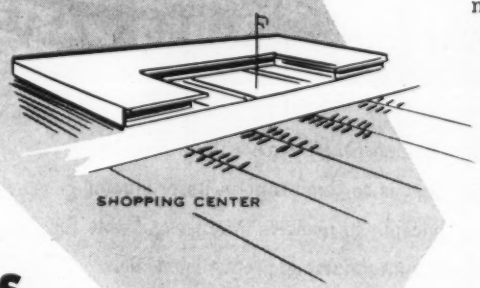
KVTV Channel 9

A Cowles station. Under the same management as WNAX-570 Yankton, South Dakota. Don D. Sullivan, General Manager.









$110,000,000

make 1956 and 1957 "Boom" years in the

TERRE HAUTE

Market

Construction and expansion investments include: Allis-Chalmers, $10,000,000 addition to mammoth present plant; Indiana and Michigan Electric Co., $58,000,000 new plant; American Brass Co., $25,000,000, new brass plant; Commercial Solvents, Stran Steel, Charles Pfizer Co., Bemis Bag Co. and others are investing many more millions in this important Midwest market. Expansion of educational institutions, a new multi-million dollar shopping center, and enormous private construction have made Terre Haute the "Boom" market of this rich and fertile, billion-dollar area.

CBS
NBC
ABC

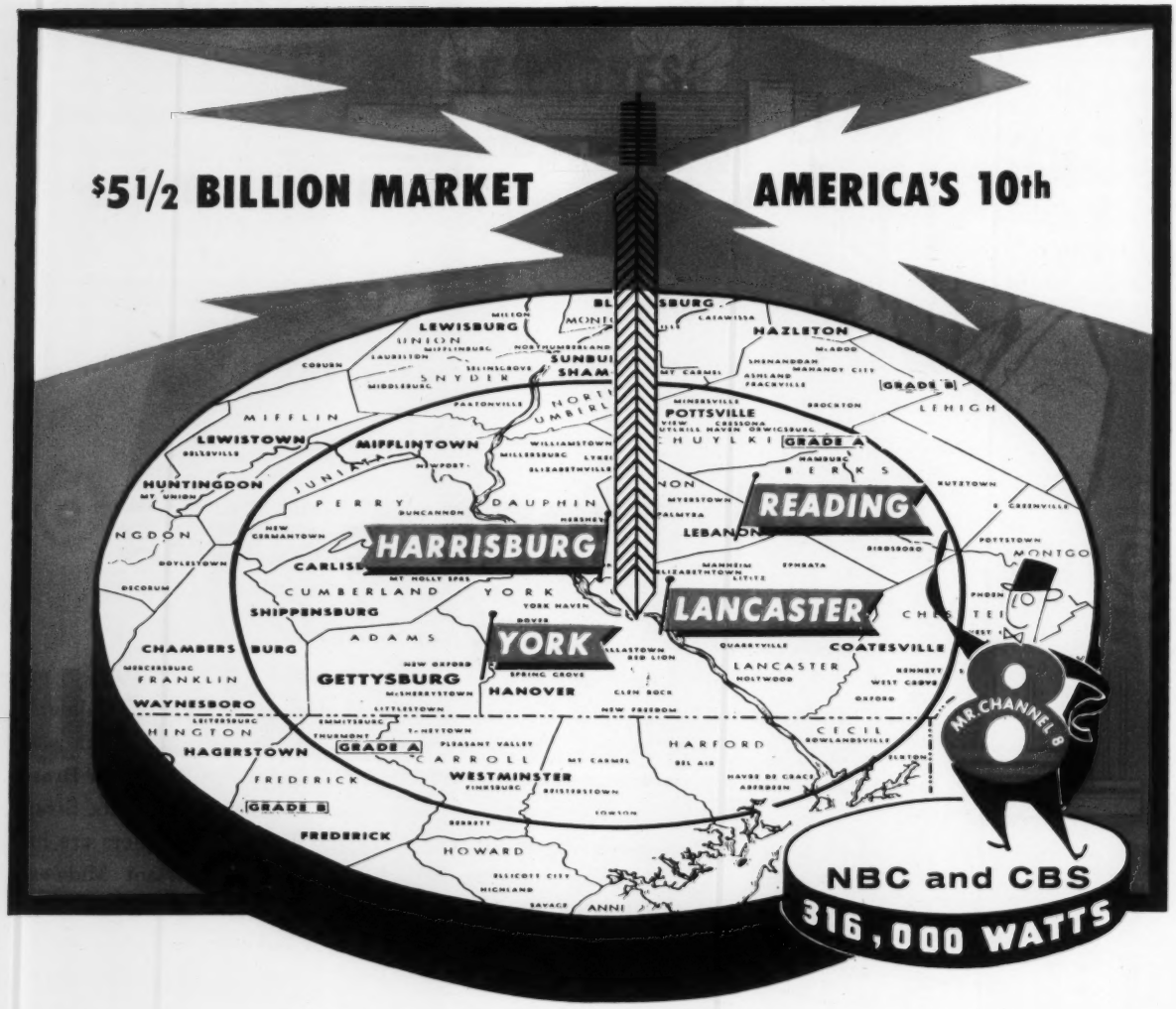
Complete television coverage of this "Booming" area is supplied by

WTHI-TV
channel 10
CBS TELEVISION

TERRE HAUTE, INDIANA

THE BOLLING, CO., NEW YORK — CHICAGO

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



One of America's *important* TV areas—3½ million people with $5½ billion to spend every year. The Channel 8 Multi-City Market is so important in its producing power that it is influencing completely new concepts in markets. Men responsible for the advertising and marketing of many of America's most famous products are alert to these new concepts and are effectively using the WGAL-TV multi-city coverage and its unique prosperity to move goods at low cost.

WGAL-TV
LANCASTER, PENNA.
NBC and CBS

CHANNEL 8
Multi-City Market

STEINMAN STATION
Clair McCollough, Pres.

Representative The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

closed circuit

NO SALE • Crosley Broadcasting again has hung out "not for sale" sign on its four tv stations and WLW Cincinnati, after overtures from two substantial groups—one of them Time Inc. Other reportedly was syndicate involving present station-owners plus banking group. Time Inc. officials conferred with James D. Shouse, chairman of Crosley division of Avco, along with syndicate, and were told Avco's executive committee exhibited no present interest. Discussions didn't get down to price, but talk in neighborhood of $25 million apparently didn't interest Avco.

B•T

IF TIME Inc. had made deal it would have entailed spin-off of at least two tv stations, since Luce concern now has KLZ-AM-TV Denver (100%); KDYL and KTVT (TV) Salt Lake City (80%), and KOB-AM-TV Albuquerque (50%). Crosley properties are 50 kw clear channel WLW; and vhf tv's ch. 5 WLWT Cincinnati; ch. 2 WLWD Dayton; ch. 4 WLWC Columbus, and ch. 11 WLWA Atlanta.

B•T

SALE MADE • Application due to be filed soon asking FCC to approve sale of ABC-affiliated WLAP Lexington, Ky., by Gilmore Nunn to group comprising Frederick Gregg, Young & Rubicam account executive; Harry Feingold, Kansas City appliance distributor, and Charles Wright, General Dynamics accounting executive. Price reported to be $346,000 for all issued and outstanding stock; $50,000 down and balance over five year period. Sale includes two-year-old construction permit for ch. 27. WLAP operates on 630 kc with 5 kw day, 1 kw night, is represented by John E. Pearson Co.

B•T

IT HASN'T been discussed much in open meetings during NARTB's autumn series that ended Friday, but broadcasters all over country have voiced approval in closed sessions of plan to change name of trade association back to NAB. Back of unofficial sentiment is conviction that both aural and visual service should be included when term "broadcasting" is used. Besides, there has been minimum internal contention between radio and tv delegates.

B•T

P. I. PITCH • Remington Rand portable typewriters, through Barnett & Bennett, New York, has asked stations for per inquiry deals for its "brand new typewriters guaranteed and delivered by the Remington Rand Co. in a factory sealed carton." Remington is national advertiser. If P. I. "can't be arranged," letter said, "can you give us some extra time to help us make up the amount we need?" Advertiser wants to "buy time across the board, issue a T.F. [till forbid] order, providing inquiries do not cost more than $2.50 . . ." Commercials would plug sale of typewriters on partial payment, dollar a week basis.

B•T

LAST quarter of WGN-AM-TV Chicago expected to be biggest in history despite elimination of many programs under new "quality" policy inaugurated by Ward L. Quaal, who took over as vice president and general manager on Sept. 1. Ratings in both radio and television are on upgrade, too, it's reported.

B•T

AGENCY COMPENSATION • Inherent in thinking of Assn. of National Advertisers board that agency compensation issue will resolve itself in gradual evolution is feeling honest agency-client negotiations can be achieved by sounder advertising management within company and raising of advertising manager to top corporation management level in dealing with agencies. Impression was current at ANA meet (story page 31) that Marion Harper Jr., president of McCann-Erickson, was really making not-so-veiled pitch for bigger agency commission than traditional 15%. He noted that principle of "percentage share of assigned result" has proved successful for other forms of creative responsibilty.

B•T

FREQUENT cry on high tv costs, raised again during Assn. of National Advertisers convention in Chicago last week, is falling on deaf ears in case of some advertisers. As example, Aluminum Co. of America (Alcoa Tv Playhouse, *alternate Sundays, NBC-TV) is reported very satisfied with tv and feels costs stack up well on cost-per-thousand basis (as exemplified with dealer tie-in results with screening product on Dave Garroway* Today *campaign). Feeling of at least one of its advertising executives is that tv is not expensive in relation to results and overall budget, and that many cost gripes come from advertisers who aren't in and wouldn't use tv anyway.*

B•T

COOMBS LEAVES KARM • Clyde F. Coombs, vice president-general manager of KARM Fresno, has sold his 50% interest in station (subject to usual FCC approval) to George R. Harm, son of Mrs. Hattie Harm, who owns other half of station. Purchase price understood in neighborhood of $50,000 but also involved purchase of Mr. Coomb's contract. Del Gor, on program staff of KJEO-TV Fresno, joins station as manager, and presumably George Harm will become executive head upon FCC approval. Mrs. Harm has announced station will continue its fight for ch. 12 in Fresno, on which KFRE-TV operates.

B•T

THOUGH it won't admit as much publicly, Big Ten is proclaiming its "complete independence" from networks on sports coverage. Basis is emergence of Sports Network Inc., which will feed conference's basketball coverage to 36 midwest tv stations starting Dec. 7 [AT DEADLINE, *Oct. 22]. Big Ten is known to feel that special line coverage arranged by Sports Network is "revolutionary" in concept and may provide answer, not only for itself but other conferences and perhaps all sports, to network difficulties involving station clearances, fees, etc. Under plan, it's understood, Sports Network sells sponsor (like Standard Oil of Indiana) on half-game sponsorship and offers other half to local stations for co-op sale.*

B•T

NOW IT CAN BE TOLD • Weeks before Sylvester L. (Pat) Weaver resigned NBC presidency last month, he was called to Washington and offered top post in USIA (Voice of America) operation under Director Theodore C. Streibert. Mr. Weaver, it is understood, rejected offer but reportedly did not close door to some voluntary governmental activity at later date.

B•T

HOUSE Antitrust Subcommittee's report on its investigation of alleged tv network monopoly won't be issued till latter December, it's indicated. Although Chairman Emanuel Cellar (D-N.Y.) was not hesitant about expressing his views of some network practices during hearings, sources near him indicate he won't arrive at any conclusions until record is collated and studied by himself, other members and staff. Whether there will be interim report prior to elections is still unknown.

B•T

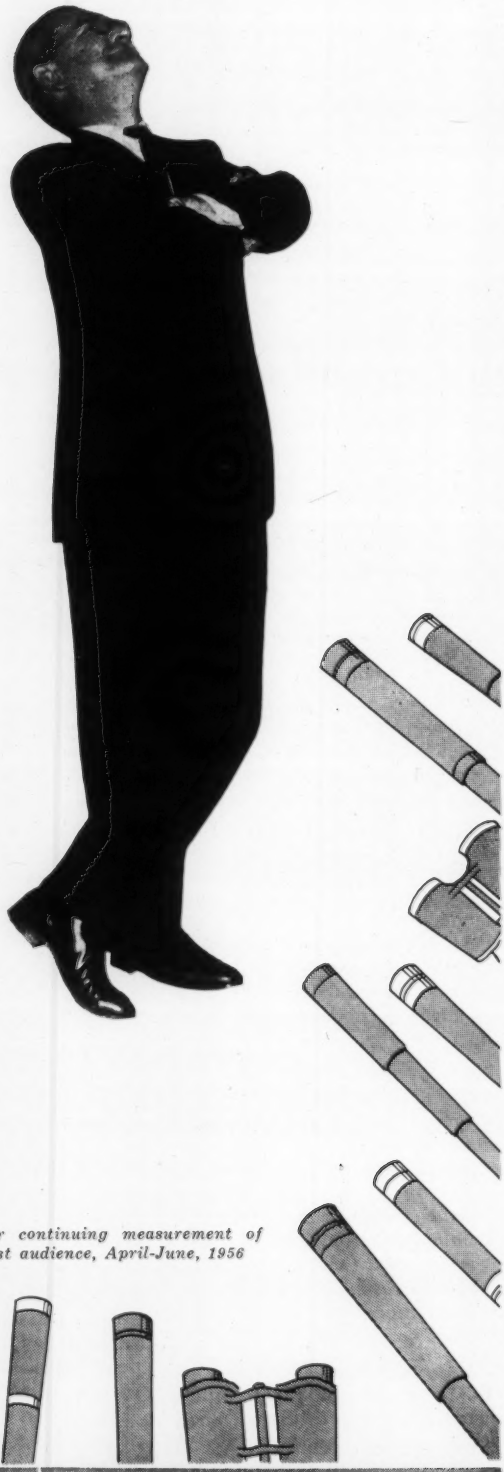
NEAR ACCORD • "Substantial agreement" has been reached between Mexico and United States on bilateral agreement on NARBA radio-broadcast allocations with prospects that formal documents will be signed momentarily. FCC Comr. Rosel H. Hyde has been in Mexico City for past fortnight at invitation of Mexican government and it's reported that terms are in accordance with agreement evolved in Washington last July, on which Mexico at that time failed to agree. It's understood U. S. has waived right to use 1220 kc beyond domestic service now on that channel.

B•T

ASSN. of Maximum Service Telecasters (AMST), organized last August to protect interest of tv stations utilizing full facilities, both vhf and uhf, last Tuesday named four man committee to select executive director who would headquarter in Washington. Committee members are Jack Harris, KPRC-TV Houston, president; Harold Gross, WJIM-TV Lansing, secretary-treasurer; John S. Hayes, WTOP-TV Washington, executive committee, and Harold C. Stuart, KVOO-TV Tulsa, director. Understood four prospects are under consideration with decision expected in 30 days.

10 New Orleans radio stations look up to WTIX

(They have to. WTIX leads them all, by a big margin in all-day share-of-audience)



Among New Orleans' 11 radio stations, WTIX has been a commanding first for some time now, and with each passing day grows upward and onward. Of 220 weekly quarter hours, 170 (new high) belong to WTIX, which also has 40 2nd place quarters, 10 thirds . . . and not a single one lower!*

Another look at new data shows WTIX with *double* the audience of the nearest network competitor! 'Nuff said. It's Storz Stations news, music, ideas at work. Put **Adam Young** to work, or look up WTIX General Manager, **Fred Berthelson.**

the new WTIX
New Orleans 16, La.

**Hooper continuing measurement of broadcast audience, April-June, 1956*

THE STORZ STATIONS
Today's Radio for Today's Selling

President:
TODD STORZ

WDGY Minneapolis-St. Paul	**WHB** Kansas City	**WQAM** Miami	**KOWH** Omaha	**WTIX** New Orleans

Represented by John Blair & Co. | Represented by Adam Young Inc.

at deadline

Cancelled Demo Program Was 'Mistake', Schuebel Says

CANCELLATION of the Stevenson-Kefauver film on CBS-TV last Thursday (see story page 62) was due to a "mistake," Reggie Schuebel, Norman, Craig & Kummel vice president and handling broadcast media on Democratic account, said Friday. The program will be rescheduled on network Monday night, she stated.

Miss Schuebel emphasized that all scheduled programs through windup of campaign will be carried, and that money was available to pay for them. Regarding the cancellation of two NBC-TV programs Saturday and today (Mon.), she said network had requested their cancellation because of programming production difficulties.

It was understood NBC's position was that, anticipating some uncertainty as to possible revision of schedule of Democratic broadcasts, network officials decided regular programs affected—spectacular on Saturday night, *Stanley* on Monday—had to be put into rehearsal at their full lengths rather than at shortened lengths which would have prevailed if political telecasts went on as originally scheduled. NBC authorities were understood then to have contacted NC&K and obtained permission to drop those two five-minute periods.

S & B Personnel Shift To Bryan Houston Staff

JOSEPH SCHEIDELER, president; Richard A. Stevens, general manager; William J. McKenna Jr., vice president and creative director; Norton B. Leo, vice president, and Alfred A. Steckman, all of Scheideler & Beck Inc., New York, have joined Bryan Houston Inc., William R. Hillenbrand, president of Bryan Houston, announced late Friday. S & B last fortnight was reported negotiating agreements with New York agencies [CLOSED CIRCUIT, Oct. 22].

Four S & B accounts, Heublin Inc., C. F. Mueller Co., Whitehall Pharmacal Co. and *Newsweek*, although also looking over other agencies, are reportedly strongly considering Bryan Houston.

A fifth account, McIlhenny Co., Avery Island, La. (Tabasco), understood to be considering a non-New York agency.

Sylvania Sales, Earnings Reported at Record Highs

SALES AND EARNINGS of Sylvania Electric Products Inc., N. Y., for both third quarter and first nine months of 1956 exceeded those for any comparable period in company's history, according to Don G. Mitchell, chairman and president.

Mr. Mitchell placed net sales for nine months at $232,691,245 as compared with $216,242,559 for corresponding period last year and third quarter sales at $77,574,569, as against $77,529,210 in 1955 quarter. Net income for nine-month period, Mr. Mitchell said, totaled $10,958,617, 15% over previous record of $9,556,210 in last year's period, and third quarter net income amounted to $3,635,102, as compared with $3,468,191 last year.

EQUAL AD LIBS

ED MURROW'S *Person to Person* on CBS-TV last Friday night was to schedule appearance of actress and radio-tv personality Jinx Falkenburg to answer actress Shelley Winters, who on Oct. 19 program ad libbed in favor of Democratic Party: ". . . I'm going to say right now that I hope the party that was governed by the will of Franklin D. Roosevelt gets returned to office in November." Mr. Murrow then indicated somebody would be granted equal time on program. Miss Falkenburg was to be given "under five minutes" on show, which also was to lose five minutes preempted for talk sponsored by Democratic National Committee. Regular visits to two homes of prominent people were scheduled.

Calvin, Kelley Promoted In Appointments at TvB

IN FIRST appointments made since assuming presidency of Television Bureau of Advertising after resignation of Oliver Treyz, now ABC-TV chief, Norman E. (Pete) Cash Friday named William B. Colvin to post of director of station relations at TvB, and Jack Kelley to sales department.

Mr. Colvin, formerly Mr. Cash's assistant, joined bureau in September 1955 as member of sales promotion department, later moved up as assistant to vice president in charge of client relations (Mr. Cash). Before association with TvB, Mr. Colvin was with creative advertising department at electronics div., Avco Mfg. Corp., and is former director of client services, WLWA (TV) Atlanta, and sales director, WLW Cincinnati. Mr. Kelley was added to bureau's staff several months ago.

WGMS Must Be Returned In Seven Days, Says Court

FEDERAL court in Washington Friday gave FCC seven days to have WGMS-AM-FM Washington returned to original owners. Court also said FCC could work out any other action provided it took place within same time limit and in compliance with Sec. 309(c) (protest provision of Communications Act). Action came day after WGMS minority stockholder (Lawrence M. C. Smith) asked court for temporary relief. Commission granted $400,000 sale of WGMS stations to RKO Teleradio Pictures Inc. last July and this was consummated shortly thereafter. WGMS now MBS outlet in Washington, with WGMS-FM continuing good music operation both had been noted for before transfer. Mr. Smith filed protest (he's owner of good music WFLN [FM] Philadelphia) on ground Nathan Strauss, WMCA New York, had made better offer for Washington outlets than did RKO. Commission accepted protest, gave principals until Oct. 12 to reassign stations. This was later extended to Nov. 15. Oral argument on protest was held Oct. 1, and FCC could issue final decision within seven-day limit set by court.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 31.

EYE-CATCHER • Maybelline Co. (eye aids), Chicago, buying saturation of 20-, 60-, 90-second tv spots in about 100 markets for 13 weeks, marking return to spot tv after dropping over year ago when it purchased participations on NBC-TV *Sunday Spectacular*. Spot buys represent about $350,000 expenditure. Maybelline also signed for CBS-TV's Inaugural Ball telecast Jan. 21 (11:15-12 midnight EST) with outlay in excess of $80,000. Individual spots being negotiated in movie and other participation carriers. Agency: Gordon Best, Chicago.

$2 MILLION BUY • Corn Products Refining Co.'s purchase of additional participations in *It Could Be You* (Mon.-Fri., 12:30-1 p.m.) and *NBC Matinee Theatre* (Mon.-Fri., 3-4 p.m.), both NBC-TV, for 52 weeks and amounting to nearly $2 million in gross billings, announced Friday. Starting dates are Dec. 5 and Dec. 14. C. L. Miller Co. is agency for Corn Products (Mazola oil, Karo syrup and Niagara and Linit starches).

PALL MALL IN 43 • American Cigar & Cigarette Co. (Pall Mall cigarettes), N. Y., through Sullivan, Stauffer, Colwell & Bayles, N. Y., placing radio spot schedule in 43 markets, starting Nov. 5 for eight weeks.

BUILDING, BUYING • Flav-R-Straws Inc., Mt. Vernon, N. Y., adding tv spots in markets all through South for four to six weeks, following its distribution expansion. Dowd, Redfield & Johnstone, N. Y., is agency.

PM RETURNS • Marking return of Philip Morris to program sponsorship, cigarette firm Friday signed for 13 week co-sponsorship of 20th Century-Fox movies on KTTV (TV) Los Angeles, starting Nov. 7 in Sunday 7 p.m. period. Agency: N. W. Ayer & Son, N. Y. Philip Morris has used tv spot since dropping CBS-TV *I Love Lucy*. Other co-sponsor of package of 52 films acquired by KTTV from NTA is Savon Drug Stores through Doyle Dane Bernbach, L. A.

'DIGEST' REPEATS • For third successive year, *Reader's Digest*, through Schwab & Beatty, N. Y., will use radio spot campaign to promote magazine. Schedule is being prepared by agency to start early in January for one week only on each station in more than 10 markets.

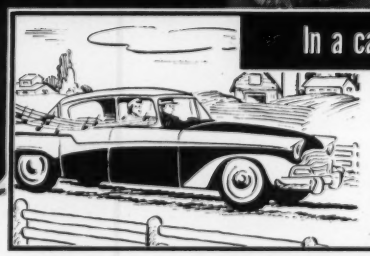
HEPATICA SPOTS • Bristol-Myers Co. (Sal Hepatica), N. Y., placing radio spot announcement schedule starting Nov. 5 in 10 markets in West, South and Southwest for eight weeks. Young & Rubicam, N. Y., is agency.

RADIO, TOO • Oldsmobile Div. of General Motors Corp., already sponsoring 29th annual Academy Awards ("Oscars") on NBC-TV, also will back coverage on NBC Radio. Event is slated for broadcast March 27, 10:30 p. m.-12:15 a.m. EST. Agency: D. P. Brother & Co., Detroit.

MEREDITH STATIONS ARE "One Of The Family"

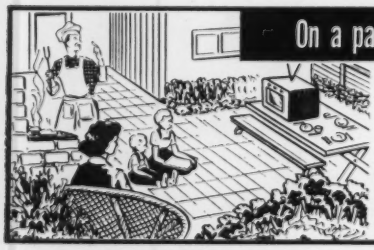
In a game room in KANSAS CITY

15th RANKING MARKET*



In a car near OMAHA

55th RANKING MARKET*



On a patio in PHOENIX

51st RANKING MARKET*

In a kitchen in SYRACUSE

57th RANKING MARKET*

*Total Dollar Volume Retail Sales, Metropolitan County Areas, Sales Management, May 10, 1956

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.-TV: Blair-TV

Meredith Stations Are Affiliated With **Better Homes and Gardens** and **Successful Farming** Magazines

at deadline

Time Buying Topics, Speakers Slated for RTES Seminars

NUMBER of top agency executives are listed on speakers' schedule for this season's time-buying and selling seminar, which starts Nov. 13 and runs through March 19, 1957, Radio & Television Executives Society, New York, announced Friday.

Dates, topics and speakers at luncheon meetings to be held at Hotel Lexington: Nov. 13, Rating Services, Dr. E. L. Deckinger, vice president in charge of media strategy, Grey Adv.; Nov. 20, Coverage, John Churchill, assistant to president, A. C. Nielsen Co., and Julia Brown, associate media director, Compton Adv.; Nov. 27, Re-emergence of Radio, Kevin Sweeney, Radio Advertising Bureau's president; Dec. 4, Procedures of Buying, Walter Bowe, broadcast buyer, Sullivan, Stauffer, Colwell & Bayles; Dec. 11, How to Use Ratings, Jane Podester, McCann-Erickson.

Dec. 18, Rating Hypos—True or False?, speaker to be announced; Jan. 8, Working with Station Representatives and Managers, Ruth Jones, broadcast media supervisor, J. Walter Thompson; Jan. 15, Network and/or Spot, George Abrams, vice president, Revlon Inc.; Jan. 22, Qualitative Aspects of Time Purchases, Arthur Pardoll, director of broadcast media, Foote, Cone & Belding; Jan. 29, Know Your Account, Arthur Porter, vice president and director of media, J. Walter Thompson; Feb. 5, Media Comparisons, Sam Frey, advertising media director, Colgate-Palmolive; Feb. 19, Saturation—What Is It?, Hope Martinez, broadcast buyer, BBDO, and Lawrence L. Mack, president, Slenderella Inc.

Feb. 26, Media Planning, H. H. Dobberteen, vice president and director of media, Bryan Houston; March 5, Yardstick for Advertising Effectiveness, speaker to be announced; Nov. 12, New Trends in Rate Cards, Ben Margolis, business manager, CBS Television Spot Sales, and Ann Janowicz, broadcast buyer, Ogilvy, Benson & Mather, and March 19, Media as a Career, with scheduled speaker still to be announced.

Birmingham Meet Ends, Wraps up Fall Schedule

NARTB Region 3 delegates, winding up meeting in Birmingham, Ala., Friday, adopted resolution endorsing new FCC rule providing relief from old requirements covering mechanical reproduction announcements (see story page 89). Group also adopted other resolutions as follows:

Congratulated Sol Taishoff and B•T for 25 years of service to industry and American plan of private broadcasting; endorsed NARTB's expanded public relations program; approved proposals to extend station license period to five years; asked guarantees for per program rights in music licenses; proposed that rating services list on their reports when programs attempt to buy audiences; thanked Comr. John C. Doerfer for his discussion of antitrust problems and tv allocation issues; thanked RCA for coffee club and reception; commended NARTB staff.

SIGNALS CHECK

DISCRETION was better part of valor for athletic directors of Oklahoma A&M and Kansas U. over weekend. Scheduled for football contest Saturday in Stillwater, Okla., teams felt most of area fans would be watching Oklahoma U.-Notre Dame game via tv. Taking path of least resistance, game was set up to Friday afternoon to avoid tv conflict, said to be first time two major colleges have changed date of football game because of television.

Holt, Robinson Purchase WSFA Radio for $175,000

SALE of NBC-affiliated WSFA Montgomery, Ala., by WKY-AM-TV Oklahoma City interests to Charles W. Holt and Robert N. Robinson for $175,000 announced Friday. Station, 1440 kc with 5 kw day, 1 kw night, was bought, with ch. 12 WSFA-TV, by Oklahoma Publishing Co. *(Oklahoma City Daily Oklahoman* and *Times)* last year for $568,598. WSFA-TV not involved in transaction. Buyers own WHSY Hattiesburg and WHNY McComb, Miss., and WHXY Bogalusa, La.

In addition to WKY stations and WSFA-TV, Oklahoma Publishing also owns WTVT (TV) Tampa, Fla., which it bought last July for $3.5 million.

Also announced Friday was $42,000 purchase of independent daytimer WABV Abbeville, S. C. (1590 kc with 1 kw) by J. A. Gallimore. Mr. Gallimore, who bought WABV from Mildred Allen and Edithe Mooneyham, already owns WSSC Sumter, WSNW Seneca, WBAW Barnewel, all S. C., and WLFA Lafayette, Ga.

Broker on transactions was Blackburn-Hamilton Co.

WAAB to NBC Lineup

WAAB Worcester, Mass., becomes NBC Radio affiliate Nov. 10, Harry Bannister, NBC vice president in charge of station relations, and Bernard Waterman, WAAB's president and general manager, are announcing today (Mon.). Station, operating on 1440 kc with 5 kw, is owned by Waterman Broadcasting Corp. Move seen as supplementing NBC's affiliation with WNAC Boston, which also carries MBS and Yankee network shows. WAAB in effect replaces WBZA Springfield, Mass., which together with WBZ Boston formerly served as NBC Radio affiliate in Boston area.

Heads Radio-Tv Gallery

APPOINTMENT of Robert C. Hough as superintendent of Senate Radio-Tv Gallery, effective Jan. 1, 1957, announced Friday by Joseph F. McCaffrey, chairman of executive committee, Radio-Tv Correspondents Assn. He succeeds D. Harold McGrath, who is retiring.

Con. J. D'Andrea and Mrs. Marion L. Ball were appointed first and second assistant superintendents, respectively.

PEOPLE

CHARLES F. FLEISCHMANN elected a vice president of Young & Rubicam. Mr. Fleischmann will be an account supervisor at agency's Chicago office.

BEN DUFFY, president of BBDO, N. Y., became grandfather for first time Oct. 25 when his daughter, Mrs. Arthur L. Hawkins (former Miriam Duffy), gave birth to boy at St. Agnes' Hospital, White Plains, N. Y.

JANICE D. ROWSON, former M-G-M and Rogers & Cowan publicist, to John Corcoran Personnel Service, N. Y., as head of publicity and public relations placement.

PERRY ALLEN, former KNEB Scottsbluff, Neb., program director and more recently KTLN Denver disc jockey, named program director of KTLN.

DICK LYNCH, assistant director of public relations for Ice Capades Inc. for two years and formerly assistant director of promotion at CBS Radio Hollywood, to KTLA (TV) Los Angeles as assistant sales promotion manager.

TED JOYKE, formerly with W. H. Hunt Assoc., L. A., to Goodman Adv. there as account executive.

JAMES R. OSBORN, formerly with WMBV-TV Green Bay, Wis., to WXIX (TV) Milwaukee as account executive.

BILL WILSON, formerly account executive at ABC Radio Central Div., to WBBM Chicago in similar capacity.

Mid-Illinois Seeks Pekin Uhf

APPLICATION for ch. 69 Pekin, Ill., filed with FCC Friday by Mid-Illinois Tv Co. Mid-Illinois is comprised of newspaper publisher-broadcaster F. F. McNaughton and family and James M. Unland, insurance interests. Group proposes 19.9 kw radiated power with antenna 384 ft. above average terrain. Costs: $84,736 for construction; $64,250 for first year operation.

F. F. McNaughton is publisher of *Pekin Daily Times.* His son, William, is assistant publisher of Pekin newspaper and holds 10% interest in *Effingham* (Ill.) *Daily News.* Mr. McNaughton, his wife Cecille and sons William, Joseph and John own WRMN Elgin, Ill.; KXGI Fort Madison, Iowa; cp for KDHS (TV) Aberdeen, S. D., and WCRA Effingham, Ill.

CBS-TV EMP Adds Stations

ADDITION of KICA-TV Clovis, N. M., and KGEZ-TV Kalispell, Mon., as CBS-TV interconnected affiliates under Extended Market Plan announced Friday by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. KICA-TV (ch. 12), which is owned and operated by KICA Inc., starts affiliation on Nov. 15. KGEZ-TV (ch. 8), which will join network on or about March 1, 1957, is owned and operated by KGEZ-TV Inc.

Research Committee Meets

NARTB radio research committee scheduled to meet Thursday at New York's Waldorf-Astoria Hotel. Committee headed by E. K. Hartenbower, KCMO Kansas City, Mo., and includes George Clinton, WPAR Parkersburg, W. Va.; Simon Goldman, WJTN Jamestown, N. Y.; R. C. Reynolds, KMPC Los Angeles, Calif.; Harper Carraine, CBS; James Cornell, NBC; Don Durgin, ABC, and Richard Puff, MBS.

the week in brief

ANA LAUNCHES 15% STUDY

Special investigation of agency compensation is designed to give ANA members facts on which to make own decisions to keep or scrap traditional 15% system 31

Imagery Transfer is radio's forte, says NBC; Culligan 32

P.I. PITCHES MULTIPLY

Approach of holiday season brings flood of per inquiry offers for stations to sell toys, games, dolls, balloons and correspondence courses and grow rich on commissions 39

'N.Y. TIMES' MAY GO NATIONAL

Success of facsimile operations during Republican Convention in San Francisco leads newspaper's management to study feasibility of publishing a regular daily "national" edition 46

RADIO-TV NEWSMEN PICK IKE

Month - before - election predictions, gathered in B•T survey, see Eisenhower re-elected, but with Democrats in control of both houses of Congress 60

DEMOCRAT FILM CANCELLED

CBS-TV refuses to let 5-minute program of Stevenson-Kefauver Campaign Committee go on air when group is unable to meet pay-in-advance requirement 62

CLEAR CHANNEL CASE END SEEN

FCC reported to be ready to take action on case pending for 10 years; will clear way for final allocation to KOB Albuquerque, on temporary license since 1941 66

TRUCKERS SEEK CH. 2

American Trucking Assns. propose that ch. 2 be taken from television and assigned for mobile-service use 72

UHF RESEARCH PLANS

Tv Allocations Study Organization board, with $50,000 potential fund, gets ready to collect technical data, seek paid executive, possibly Arthur V. Loughran 72

NBC-TV AFFILIATION TERMS BARED

Celler Committee reveals details of 105 affiliation agreements between NBC-TV and its outlets; other 105 contracts submitted by network not yet classified 74

MERCHANDISING CALLED LEGAL

Six manufacturers admit participating in merchandising plans of network-owned stations, but deny any violation of Robinson-Patman Act, in answers to FTC charges 78

NTSC IS 'PHONY,' FOLSOM CHARGES

RCA president declares that a "competitor" set up the color standards committee to "get our system without paying royalties" 83

PETRY'S NEW CONTRACT FORM

Sheared of usual lengthy provisions, this time sale contract is designed to simplify procedure and reduce paper work 86

FALL MEETING SUCCESSFUL

NARTB's 1956 formula of two-day regional sessions with adequate time for "bull sessions," is called best yet as annual series concludes with Birmingham meeting 89

PROBERS WARNED TO GO SLOW

Charges of tv network monopoly are easy to make, hard to prove, FCC Comr. Doerfer tells NARTB Region 3 meeting; notes most complaints come from "outs" against "ins" with few from public 90

BPA TO MEET IN CHICAGO

Yardsticks for selecting broadcast media to be discussed by Leonard Kent of Needham, Louis & Brorby at opening luncheon of Nov. 16-17 meeting of Broadcasters' Promotion Assn. 94

TREYZ, DURGIN GIVEN FREE HAND

AB-PT President Goldenson promises "complete delegation" of authority to heads of ABC tv and radio networks 95

departments

Advertiser & Agencies	31	For the Record	102	Open Mike	18
At Deadline	7	Government	66	Our Respects	24
Awards	101	In Review	12	Personnel Relations	98
Closed Circuit	5	International	99	Political Broadcasting	60
Colorcasting	36	Lead Story	31	Programs & Promotion	101
Editorial	114	Manufacturing	83	Stations	86
Education	95	Networks	95	Trade Assns.	89
Film	56	On All Accounts	26		

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IN REVIEW

WASHINGTON SQUARE

DROPPING all such extraneous nonsense as a plot line, Ray Bolger's new tv series gives him some good music, some comedy and, most important, plenty of opportunity to dance and plenty of room to dance in. That the opening telecast on Oct. 21 also included Bert Lahr in one of his most ridiculous burlesque routines, some singing by The Three Flames, Rusty Draper, Daniza Ilitsch and Elaine Stritch (who also handled some comedy lines very nicely), and an amusing dialogue with a bespectacled turtle who spoke with the voice of Arnold Stang, was all to the good. But what really mattered was that Ray sang and danced for a good part of the hour and that he repeated "The Old Soft Shoe" routine that stopped the show as successfully on tv as it used to do on the Broadway stage. At the end of the show, Ray had a word of thanks to his sponsor, Helene Curtis, and so do we for bringing him to us for an hour every other Sunday.

Production costs: Approximately $65,000.
Sponsored by Helene Curtis Industries through Earle Ludigin & Co., on NBC-TV, every other Sunday, 4-5 p.m. EST.
Starring: Ray Bolger, Elaine Stritch; supporting cast: Daniza Ilitsch, Arnold A. Turtle (courtesy, Bill and Cora Baird); guests, Oct. 21, Bert Lahr, Rusty Draper, The Three Flames, The Martins.
Producer: William A. Bacher; director: Greg Garrison; writers: Mac Benoff, Al Schwartz, Buddy Arnold; music director: Charles Sanford; choral director: Hugh Martin, assisted by Timothy Grey; choreographer: Danny Daniels.

ADVENTURES OF HIRAM HOLLIDAY

WALLY COX is back and it's good to have the little codger in our living rooms again. The erstwhile Mr. Peepers hasn't changed a peep (haw!). His triumphs over the villains of the world continue in this new series based on the stories of Paul Gallico.

In this characterization (if it can be called such), Mr. Cox plays a quiet, retiring newspaper proofreader who rises to deeds of derring-do at the proper moments. Be it fencing, jousting, fisticuffs or archery, Hiram comes through triumphant. In the course of these improbable adventures he also wins feminine hearts—but like a good, old western hero, he leaves them happy and full of gratitude as he rides off toward the setting sun (or in this case, munching on his daily ration of vitamins).

The incident we saw had Hiram in a Graustarkian kingdom impersonating the king (whom he resembled remarkably), to the confounding of the king's enemies and the gratefulness of the queen. Highpoint was Mr. Cox's talent with a broadsword, which he wielded mightily in ye olde dungeon torture chamber against a would-be assassin armed with a mace.

Remind you of "The Secret Life of Walter Mitty?" It should, because that's what it is.

Production Costs: Approximately $37,000.
Sponsored by General Foods through Young & Rubicam, on NBC-TV Wed., 8-8:30 p.m. EST.
Producer- writer- director: Phil Rapp; filmed by California National Productions Inc.

THE FORD SHOW

FORD's the star (Tennessee Ernie Ford, that is) and Ford's the sponsor (Ford Motor Co.) and it adds up to a nice half-hour of cornfed humor and homespun harmony, with Ernie beautifully backed by the Voices of Walter Schumann, choral group of eight girls and 12 men. Sample of humor: Ernie to stooge: "Don't be afraid of girls; they're just soft boys." The program also has guest stars. On Oct. 18 the G. S. was Zsa Zsa Gabor, who played straight man to Ernie with a Hungarian accent and looked gorgeous and expensive throughout the five-minute bit.

Off-the-cuff verdict: Easy-to-take entertainment but nothing to keep you from watching *Playhouse 90* if its show sounds interesting.

Production costs: Approximately $35,000.
Sponsored by Ford Motor Co. through J. Walter Thompson on NBC-TV, Thurs., 9:30-10 p.m. EST.
Star: Tennessee Ernie Ford, with the Voices of Walter Schumann and guest stars.
Executive producer: Cal Kuhl; producer-director: Alan (Bud) Yorkin; music director: Walter Schumann; conductor: Harry Geller; production assistant: Gerene McClure; writers: Bill Manhoff, James Allardice, Tom Adair.

THE 77TH BENGAL LANCERS

THIS new film series, to quote an NBC press release, is "based on the turn-of-the-century adventures of a fictional regiment of Bengal Lancers, the most colorful light cavalry of all time." Maybe so, but the opening installment, on NBC-TV Oct. 21, was just another riding, shooting melodrama in fancy dress.

Beloved Capt. Neil Cheney is retiring and to succeed him comes a young whippersnapper, Lt. Michael Storm, much to the disgust of Lt. Michael Rhodes, sober aide to Capt. Cheney. The regimental ball is in full swing when a scout rushes in with news that the ammunition train has been ambushed by Faiz Ullah and his Afridi tribesmen. Capt. Cheney, disregarding the pleas of his beautiful wife, gets permission from the stern old colonel to lead his troops for the last time. A rash charge leads to the death of the captain and his men. The two young lieutenants, disguised as natives, kill Faiz and blow up the ammunition, to regain control of the Khyber Pass for the Lancers, then go back to camp and report that Capt. Cheney had died as a hero leading their mission. The installment ends on the parade ground with the beautiful widow receiving the DSO posthumously awarded by Queen Victoria to the brave captain.

In color, the pomp and panoply might make up for the hackneyed plot. Unfortunately, *The 77th Bengal Lancers* is presented in black-and-white.

Production costs: Approximately $35.000.

Costume by Clare Potter

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CBS

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President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

Sponsored by Jell-O Div., General Foods Corp., through Young & Rubicam on NBC-TV, Sun., 7-7:30 p.m. EST.

Stars: Phil Carey, Warren Stevens, Patrick Whyte. Featured on the premiere program were Patric Knowles, Jean Byron, Mel Welles and Joanna Barnes.

Producer: Herbert B. Leonard; associate producer: Douglas Heyes; director of photography: Fred Jackman Jr.; film editor: Joseph Silver; art director: John T. McCormack.

OH! SUSANNA

MARGIE is back. On another network, and masquerading under the name of Susanna, but it's the same Margie. And remembering the success of the first show, there's no reason to think that this new series won't fare as well.

This time Gale Storm plays the role of a ship's social director—and constant thorn in the side of the captain (played by Roy Roberts, not Charles Farrell). Zasu Pitts is in the act as Susanna's befuddled shipmate.

Aside from the merits or demerits of the show itself, CBS-TV is open to question for the wisdom of running two programs of such similar format as *Suzanna* and *Hey, Jeannie* in tandem. Both are lightweight comedies, both star women, and together they face the considerably heavier weight Sid Caesar hour on NBC-TV. Still, this type of show (*I Love Lucy, December Bride*) has won before. They have the advantage of following the revived Jackie Gleason show, itself in battle with Perry Como. In large part, the fate of the last two will depend on the success of the first.

Production costs: $40,000.

Sponsored by The Nestle Co. through Bryan Houston Inc., N. Y., on CBS-TV Sat. 9-9:30 p.m. EST.

Executive producer: Hal Roach Jr., producer: Alex Gottlieb; directors: Charles Barton, William Seiter, John Rich; music: Leon Klatzkin.

LAWRENCE WELK'S TOP TUNES AND NEW TALENT

WITH EMPHASIS on young appeal and new talent, Lawrence Welk seems to have watered down his smooth Saturday success (*Lawrence Welk Show*, ABC-TV 9-10 p.m.) in the new Monday evening entry, *Lawrence Welk's Top Tunes and New Talent*, if the Oct. 8 opener is typical of the series.

Offered are such juvenile passions as "A Sweet Old-Fashioned Girl—Scooby Doo," and "From the Candy Store to the Chapel on the Hill," performed by semi-pro youngsters with wide, white smiles and "rhythm." Occasionally the maestro includes a violin treatment of tunes like "When the Lilacs Bloom Again," or something by the Champagne Lady to keep post-teenagers happy.

High spots in the Monday hour are the Dodge and Plymouth commercials, which are produced with drama and finish.

Production Costs: Approximately $26,000.

Sponsored by Dodge and Plymouth Divs. of Chrysler Corp., through Grant Adv., on ABC-TV, Mondays, 9:30-10:30 p.m. EST.

Show under supervision of Lawrence Welk; producer: Edward Sobel; executive producer: Sam J. Lutz; director: James Hobson; musical director: George Cates.

Regular cast: Mr. Welk and his Champagne Music Makers—including singers Alice Lon, Jim Roberts, Larry Dean, Lennon Sisters, accordionist Myron Floren, pianist-vocalist Larry Hooper, guitarist Buddy Merrill, trumpeter-comedy vocalist Rocky Rockwell, saxophonist-singer Dick Dale and others.

CIRCUS TIME

ANY ADULT who feels the Big Top may be folding its collective tent as an American institution would do well to wander in on ABC-TV's *Circus Time* before drawing any conclusions

In this full-hour program broadly (and blithely) geared for kids and grownups alike, ABC-TV combines elements of the night club and stage with the expected standard fare of the circus. The result is a fast-moving variety revue complete with tumblers, jugglers, ventriloquism, magic, comedy, beauty and terpsichorean artistry. Through all the welter of talent Paul Winchell manages to maintain a sprightly pace, even when he and Jerry Mahoney are helping out with the commercials.

Production costs: Approximately $20,000.

Sponsored by American Metal Specialties Corp. through Lavenson Bureau of Adv.; Remco Industries through Webb Assoc., and Hartz Mountain Products through George H. Hartman Co., on ABC-TV, Thurs., 8-9 p.m. EST.

Stars: Paul Winchell and Jerry Mahoney as emcees; with guest entertainers.

Producer: Martin Stone; associate producer: Leon Newman; assistant to the producer: Murray Benson; director: James Walsh; music by Ralph Hermann and orchestra.

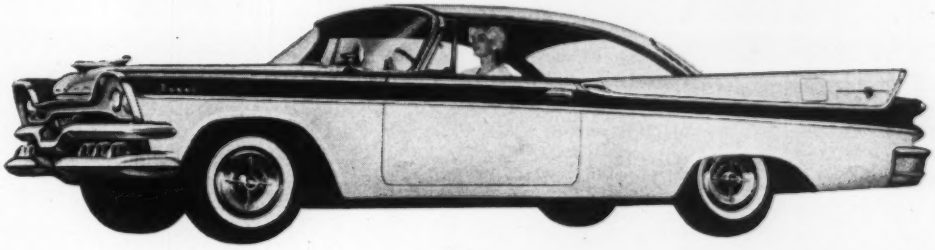
SEEN AND HEARD

Idea of *First Meeting*, which was given a "trial telecast" by NBC-TV on Oct. 21, is to find a celebrity who wants to meet another celebrity and get the two together in front of a tv camera for their first meeting. So here was Gen. Omar Bradley, who wanted to meet Beatrice Lillie and did, and then, that limping episode thankfully concluded, here was Bea Lillie who wanted to meet Carl Sandburg, who monopolized the rest of the half-hour forcefully, albeit pleasantly. Because its format forced three interesting people to waste their and the audience's time in awkward chitchat, one hopes that the *First Meeting* was also the last.

In re-creating the last mortal hours of the great Spanish toreador, Manolette, by means of a coherent series of still pictures (given a third dimension by sound effects and a near-poetic reading by ex-bullfighter and author Barnaby Conrad), *Omnibus* proved again that tv is one of the most fluid of all art forms. To Mr. Conrad and the *Omnibus* staff: the ears of the tv critic who insists that tv is only good so long as it's live or on film.

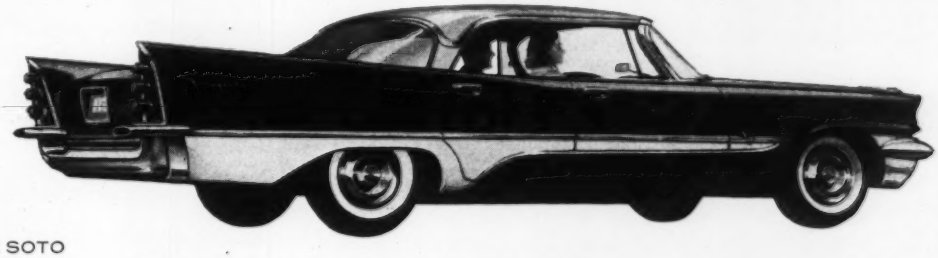
1957 PLYMOUTH

NEWEST NEW CARS IN 20 YEARS



1957 DODGE

WITH THE NEW SHAPE OF MOTION



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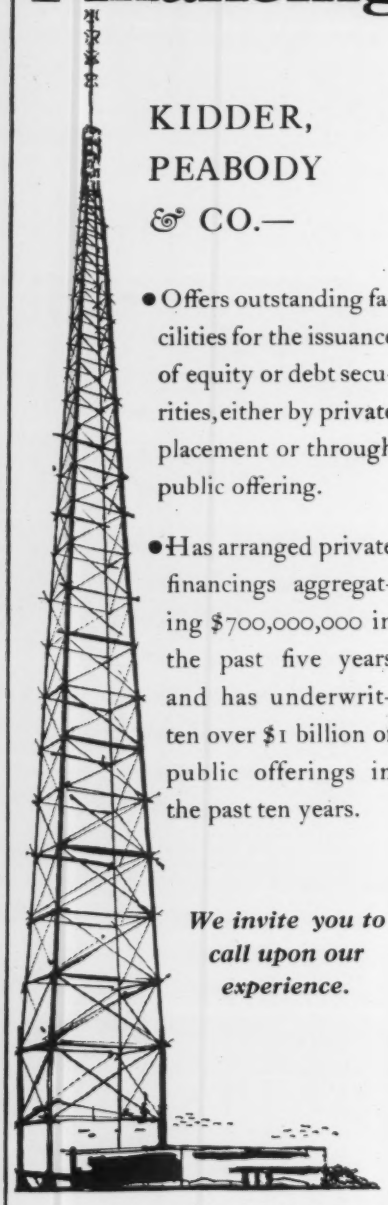

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25th Anniversary Greetings

EDITOR:

I have just looked over the Oct. 15th issue of your always interesting magazine. I want to congratulate you upon this excellent anniversary issue as well as upon your completion of 25 years as the reporter-spokesman for the broadcasting industry. You have developed not only a successful publication covering the dynamic field of radio-television but also one which is in every sense a real part of this fabulous industry. . . .

Sen. Warren G. Magnuson (D-Wash.)
United States Senate
Washington, D. C.

P. S.: Needless to say, I deeply appreciate your kind and discerning editorial with respect to the unfair attack my opponent has made upon me.

[EDITOR'S NOTE: Sen. Magnuson's postscript refers to the editorial "Below the Belt" (B•T, Oct. 15) which commented on the criticism of him by his Republican opponent for election as senator for serving as chairman of the Senate Commerce Committee while holding stock (less than 4%) in KIRO Seattle.]

EDITOR:

Words can hardly express the thrill I got out of reliving the last quarter century of radio and television in the 25th anniversary issue of B•T. It seems incredible that so much could have happened and that it all went by so fast. It is only at a time like this that your personal contribution to the growth and maturity of radio and television can be appreciated. I am certainly going to keep this anniversary issue close at hand. May your next 25 years be as worthy and fruitful as your first quarter century.

Ben Duffy, Pres.
BBDO, New York

EDITOR:

I believe I speak for the small 250's—the Lord sure must have loved us a lot because he sure made a lot of us—when I say congratulations and best wishes for the future.

Speaking for myself—and I believe countless hundreds of others will agree—arrival of B•T really means the beginning of the week. It has and will continue to be looked forward to.

Julian Haas, Owner & Mgr.
KAGH Crossett, Ark.

EDITOR:

. . . You and your capable staff are to be congratulated on the exceptionally fine job you have done over the years. . . .

Albert R. Beatty, Asst. V. P.
Assn. of American Railroads
Washington, D. C.

EDITOR:

. . . You are deserving of the hearty handshake of every member of our fraternity—and not just because you have completed 25 successful years in business, but because of the unselfish devotion with which you have promoted the best interest of radio for the past quarter of a century.

Yours has always been, and still is, far more than simply a trade journal. Rather it has been the most influential voice to be raised in behalf of those broadcasters who have consistently adhered to the principles of operation "in the public interest."

F. C. Sowell, V. P.
WLAC Nashville, Tenn.

EDITOR:

Congratulations, Sol, on that splendid 25th anniversary issue. It's a wonderful milestone in the history of B•T, and in the career of its founder and chief. Best wishes from all of us at NBC, and from me personally, as you head into a new quarter century of service to our industry.

Robert W. Sarnoff, Pres.
National Broadcasting Co.
New York

EDITOR:

I liked the anniversary issue very much. I was especially impressed with the Duane Jones and the Amos 'n' Andy and other early radio days articles. And your letter from the editor-publisher was just a masterpiece.

Ray Jones
Media Coordinator, Spot Broadcasting
Young & Rubicam, New York

EDITOR:

During the 25 years of B•T's existence it has not only faithfully reflected the progress and problems of radio and television, but it has formed an integral part of the industry itself. That this has been so is due in large measure to the impact of your own experience, wisdom and personality. . .

Sydney M. Kaye, Chmn. of the Board
Broadcast Music Inc., New York

EDITOR:

It was not until I returned to the office yesterday after five weeks in Europe and I saw that great big Oct. 15th issue that I realized that this was the silver anniversary. So last night I had myself a time and went through it page by page. . . .

Frank White, Board Chmn.
McCann-Erickson International
New York

EDITOR:

. . . I think of so many things for which you deserve credit over the past quarter-century . . . your many friends are high on the asset side; the success of B•T pinpoints your editorial and reportorial prowess, and your driving force as an enthusiastic and indefatigable worker characterizes you as an editor. . . .

Orrin E. Dunlap Jr., V. P.
RCA, New York

EDITOR:

. . . Congratulations to you and your staff from all of us here at IRE. . . .

George W. Bailey, Exec. Sec.
Institute of Radio Engineers
New York

EDITOR:

. . . How well I remember the first issue of BROADCASTING • TELECASTING, then just BROADCASTING; how well I remember your enthusiasm and your sincere belief for the need of a good radio publication. . . . Many late comers take you and B•T for granted

YOUR Q FOR COLOR

WNBQ, NBC Television in Chicago and the nation's *leadership* station in COLOR telecasting, now introduces a stronger-than-ever program line-up—all in COLOR—for its popular 10 to 10:30 p.m. period. Major programming change in the half-hour brings in the brilliant NBC network newscaster Morgan Beatty, followed by Norm Barry's "Let's Look at Sports."

Beatty and Barry, together with Clint Youle, America's top weatherman, and Dorsey Connors, Chicagoland's favorite household-hint expert, form the new all COLOR "Four-Star Final" line-up on WNBQ.

This "Royal Family of Chicago TV" is already selling in COLOR and black-and-white for such blue-chip sponsors as Armour & Co., DuPont, Sante Fe Railroad and Slenderella. Program sponsorships and prime station breaks in "Four Star Final" can do a four-star selling job for *you,* too. Take *your* selling cue from "Q"—WNBQ—today!

10:00 p.m.—Clint Youle with the Weather Roundup
10:10 p.m.—Morgan Beatty with News Commentary
10:20 p.m.—Norm Barry with Sports News and Scores
10:25 p.m.—Dorsey Connors with Household Ideas

WNBQ

NBC Television leadership station in Chicago

SOLD BY NBC SPOT SALES

We've Moved

TO THE TOP!

- **TOP POWER**
  316,000 Watts
- **TOP ELEVATION**
  2,000 Ft. above average terrain - 3,936 Ft. above sea level
- **EXCLUSIVE CBS AFFILIATE**

For 32 years, WDBJ has been the favorite name in Radio in Western Virginia. Now — it's TOP HEIGHT — TOP POWER for WDBJ-TV— with exclusive CBS affiliation and top rated programming. Let established audience, plus maximum coverage, plus finest facilities and talent work for you.

WDBJ-TV is now at maximum power and height — backed by a power-packed viewer promotion program throughout the coverage area!

Ask Peters, Griffin, Woodward!

WDBJ-tv
Channel 7
CBS
ROANOKE, VA.
Owned and operated by the *Times-World Corp.*

Peters, Griffin, Woodward, Inc.
National Representatives

when actually they owe you a vote of thanks for making it possible for them to be broadcasters and telecasters. . . .

Ted Hills, Manager
KXYZ Houston, Tex.

EDITOR:

. . . All the platitudes in the world can't adequately express the meaning of B•T to the industry. Suffice it to say that I often wonder whether the industry could exist without it. . . .

Ted Bergmann, V. P.
McCann-Erickson Inc., New York

EDITOR:

The other night I spent over two hours reading and enjoying your wonderful 25th anniversary edition, and I plan to spend some more time going through it.

My congratulations to you and your fine publication. . . .

James M. Moroney Jr., Treas.
Dallas Morning News
(WFAA-AM-TV)
Dallas, Tex.

EDITOR:

. . . We all value the friendship you offer us and admire the integrity and courage with which you have built what is in effect a public service to the industry and to the public, not merely a trade journal for profit. . . .

Samuel R. Rosenbaum, Trustee
Music Performance Trust Funds
of the Recording Industries
New York

EDITOR:

. . . Congratulations on the most comprehensive, complete issue of a trade paper I have ever seen—your 25th anniversary issue . . . I think the one item that impressed me more than any other is your "Letter from the Editor-Publisher." It was in every way just like you, which is another way of saying it couldn't be better.

Glenn Snyder, Manager
WLS Chicago, Ill.

EDITOR:

A wonderful recap of 25 years. Great work. Certainly a milestone in the industry's history. I love the new cover too. It looks modern as the up-to-the-minute news in B•T.

Jerome Feninger, Vice Pres.
Cunningham & Walsh

EDITOR:

. . . It seems as if every significant event in the business during the past 25 years had its identification with Sol Taishoff. Your contribution as a fellow pioneer shall always grace the forefront. . . .

John E. Fetzer, Pres.
WKZO-AM-TV Kalamazoo, Mich.

EDITOR:

. . . We are all proud to know you and to be associated in communications with you. . . .

Ken Heberton, V. P.
Western Union Telegraph Co.
Washington, D. C.

EDITOR:

It's great to be able to congratulate you and your associates upon the silver anniversary of B•T. I well remember how 25 years ago you discussed the goals which the then infant magazine might achieve. I shall always be inspired by the way you have reached your objectives. . . .

Eugene S. Thomas, Gen. Mgr.
KETV Omaha, Neb.

EDITOR:

. . . Such things are not easily come by. Nice going. . . .

A. L. Budlong, Sec. & Gen. Mgr.
American Radio Relay League
West Hartford, Conn.

EDITOR:

. . . You have rendered a magnificent service to radio and television for which you are entitled to all the success and blessings you have enjoyed. . . .

George M. Burbach, Gen. Mgr.
KSD-AM-TV St. Louis, Mo.

EDITOR:

. . . You have made gigantic footsteps on the sands of broadcast time. You have been steadfast to the principles which have made the American system of broadcasting the finest in the world. . . .

William S. Hedges, V. P.
NBC, New York

EDITOR:

. . . I am looking at a copy of B•T and I must say it represents a considerable monument to a useful life and certainly you can take much pride in it. . . .

Victor A. Sholis, V. P. & Dir.
WHAS Louisville, Ky.

EDITOR:

. . . Your magazine has certainly come a long way and it is indeed the bible of the industry. . . .

W. Patrick Donnelly, S.J.
President, Loyola U.
New Orleans, La.

EDITOR:

. . . You have and are continuing to render a truly important service to our industry—far more important than most of the people in it realize. Because you have tried so hard to do more than just put out an excellent magazine, you have been tremendously successful. . . .

Lester W. Lindow, V. P. & Gen. Mgr.
WFDF Flint, Mich.

EDITOR:

. . . You have rightfully earned an envied reputation of reporting fully and faithfully all the news developments that have made up the success story of broadcasting. . . .

Hollis M. Seavey, Director
Clear Channel Broadcasting Service
Washington, D. C.

EDITOR:

I enjoyed reading your 25th anniversary issue. Was very happy to see that it did not follow most anniversary issues, but left the reader with something tangible. . . .

Lee Rich, Vice Pres.
Benton & Bowles, New York

MONDAY THRU FRIDAY

MONDAY THRU SATURDAY

SEVEN DAYS A WEEK

WPEN

IS SECOND

IN PHILADELPHIA*

*Pulse: July-Aug. '56

REPRESENTED NATIONALLY BY GILL-PERNA, INC. *New York, Chicago, Los Angeles, San Francisco*

MACON

is in a

BUYING MOOD!

why only knock at the door...

when you can be invited in

Cash registers are ringing all over Middle Georgia! $388 million in retail sales last year. Population doubled in last decade. Macon itself — heart of Middle Georgia — is growing faster than all but 3 of the nation's top 25 markets.

Atlanta gives only fringe coverage of this boom area. Only 2 stations take you inside, offer your products the *whole*, rich market . . . WMAZ and WMAZ-TV.

To move merchandise, sell Middle Georgia. To sell Middle Georgia, you *must* use . . .

WMAZ
10,000 watts — 940 Kc — CBS
Member: Georgia Big 5

WMAZ-TV
Channel 13 — CBS-ABC-NBC

Represented Nationally by
AVERY-KNODEL
INCORPORATED

EDITOR:

I tip my hat and send you warmest congratulations. . . . You have won the respect, confidence and admiration of the people of our industry and you have every right to be proud of the reputation you have earned. . . .

W. D. (Dub) Rogers, Pres.
KDUB-AM-TV Lubbock, Tex.

EDITOR:

Congratulations and best wishes on your anniversary.

James Gerity Jr., Pres.
WABJ Adrian, Mich.

EDITOR:

Congratulations on 25 years of objective reporting for an industry sometimes subjective in its aims and accomplishments; on 25 years of deciding independently what made for the greatest good of the broadcasting and listening public, then fairly reporting your decisions and arguments. . . .

Eugene D. Hill, Gen. Mgr.
WGTO Haines City, Fla.

EDITOR:

I was truly thrilled when I read the Oct. 15 issue. I re-lived every minute of the 25 years and couldn't help but feel proud of the job you and the magazine have done for the industry. Your letter on page 15 in itself was a warming piece and I can't envision any of the old timers reading it without a lump in his throat. . . .

Philip G. Lasky, Gen. Mgr.
KPIX (TV) San Francisco, Calif.

EDITOR:

. . . Both you and your book seem to improve with age. . . .

George Whitney, V. P. & Gen. Mgr.
KFMB-AM-TV San Diego, Calif.

EDITOR:

The 25th anniversary issue is a magnificent chronicle of a quarter of a century of our great industry. Beyond that, it is a richly deserved tribute. I can think of no one who has done more for the industry and its people. . . .

John F. Box Jr., Exec. V. P.
KRUX Phoenix, Ariz.

EDITOR:

Congratulations on the anniversary issue. I especially enjoyed the reissue of past 25 years. Some I had forgotten; others made me realize how fast we move forward. . . .

P. A. Sugg, Exec. V. P.
WTVT (TV) Tampa, Fla.

EDITOR:

. . . Keep up the good work. . . .

Miss Frances
Ding Dong School

[B•T wishes to thank its many friends who took time and trouble to send congratulations on our 25th anniversary. We regret that space prevents our publishing them all.]

Morale Booster

EDITOR:

. . . You might like to know that your article ["A Prestige Department Store Discovers Radio"] has helped our advertising department in their self-education program and did indeed boost the morale of the entire section. We very much appreciate your cordial cooperation.

Mrs. Julia Lee
Director of Public Relations
Woodward & Lothrop
Washington, D. C.

WNEM-TV Not NTA

EDITOR:

In the Sept. 17 B•T you published an article concerning the proposed NTA film network. In this article on page 58 your magazine stated that WNEM-TV had signed up with the NTA film network. This statement is untrue; you must have received misinformation from NTA.

I would appreciate very much knowing exactly how you happened to list WNEM-TV in this article.

O. W. Myers, Vice Pres. & Gen. Mgr.
WNEM-TV Bay City, Mich.

[EDITOR'S NOTE: NTA, which supplied B•T with the list of affiliates of its film network, says that WNEM-TV was included through a clerical error, which NTA regrets.]

Inspiration, Please

EDITOR:

What a terrific response local radio gets with a truly "exciting" idea such as Kenyon & Eckhardt's "Pepsi, please" promotion [B•T, Aug. 20] now on WMRI. An average of 800 telephone calls per day (plus a like number of busy signals as counted by Northwestern Bell) as listeners jam the lines to identify their recorded voices saying, "Pepsi, please" and win prizes!

This idea should be an inspiration to all of the radio men who are crying the blues and wondering where their audience went. In most cases, it's right there waiting for something unusual . . . "exciting" like "Pepsi, please".

Ken Kilmer, Gen. Mgr.
WMRI Marion, Ind.

Mr. Nelskog's Station Interests

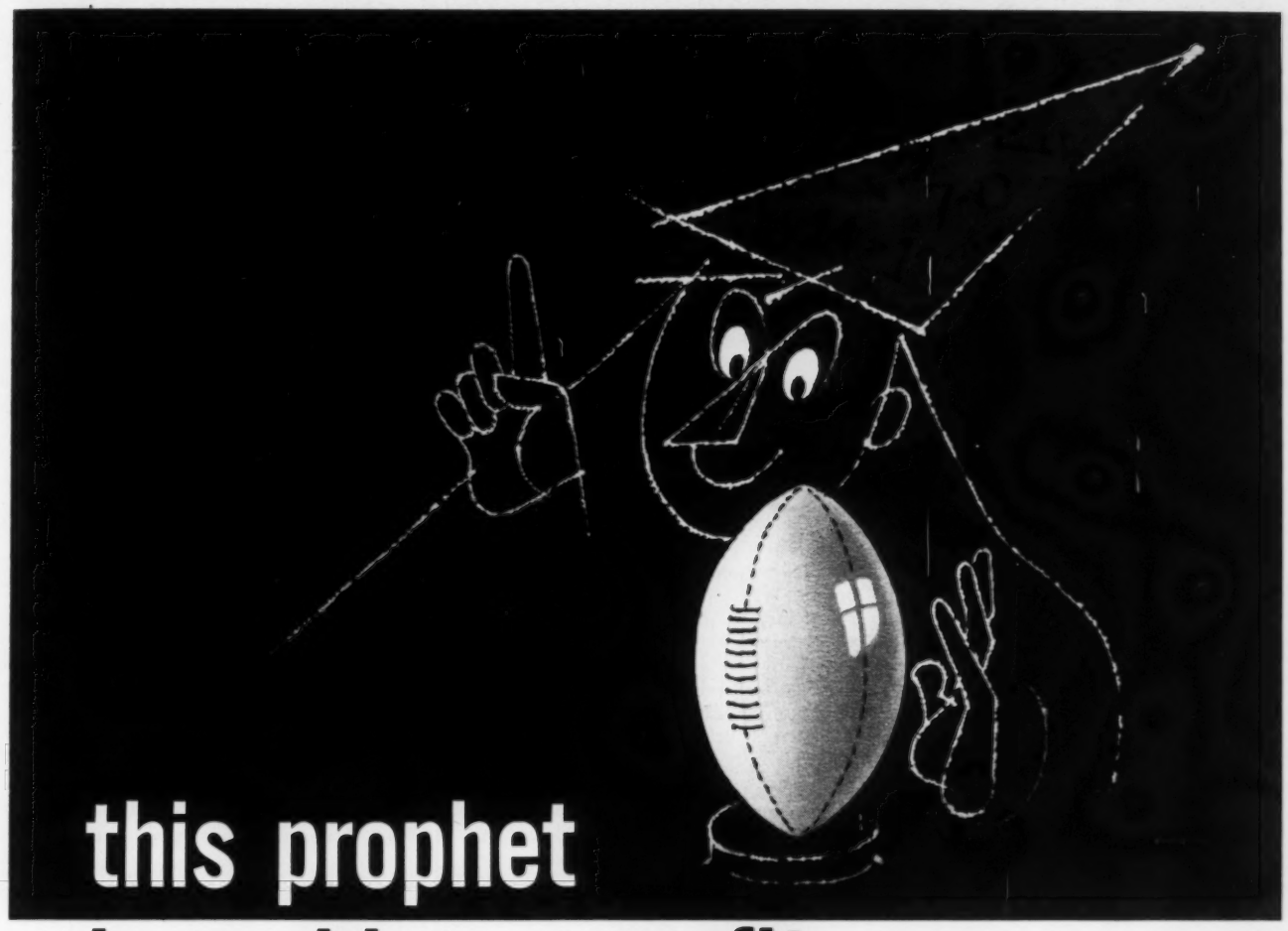
EDITOR:

It was called to my attention that in your FCC roundup, it showed me as being the former owner of KUTI and KORD. It should have read "Walter N. Nelskog seeking 50% ownership of KYNG Coos Bay, Oregon. Mr. Nelskog's other interests include 50% ownership of KUTI Yakima, Wash., and 16⅔% in KORD Pasco, Wash."

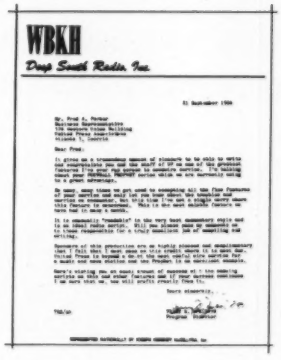
The mistake has caused me some embarrassment.

Walter N. Nelskog, Pres.
KUTI Yakima, Wash.

[EDITOR'S NOTE: B•T fell victim to an ambiguity in the KYNG application form and erroneously took the "1956" in connection with Mr. Nelskog's interests in KUTI and KORD as a termination date rather to indicate that those interests are continuing, as is the fact. We regret that our misreading has proved embarrassing to Mr. Nelskog.]



this prophet is making a profit



WBKH
Deep South Radio, Inc.

"One of the greatest features I've ever run across . . . the most salable in many a month . . . sponsors are highly pleased and complimentary . . ."

So writes Terry R. Speight, program director of WBKH, Hattiesburg, Miss., concerning the United Press radio and TV news wire feature, "Football Prophet."

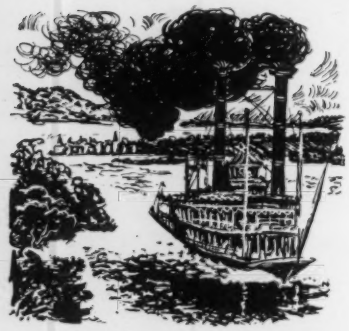
Now in its 10th year, this weekly show forecasts the outcomes of college football games across the country. Thirteen U. P. sports experts, spotting from key points, make the predictions. They have turned out right on four out of five.

In consequence, "Football Prophet" ranks high among U. P.'s many and popular seasonal programs. A recent survey reveals a 72 per cent sponsorship.

WBKH's endorsement is more evidence that this prophet—for broadcasters everywhere—is making a profit.

United Press News Produces

UNITED PRESS ASSOCIATIONS 220 EAST 42ND STREET NEW YORK



STEAMING AHEAD!

Since the sternwheelers first opened our Ohio River Valley to large-scale trade, this region has constantly steamed ahead to greater industrial records.

Today, its array of manufacturing is the most vast in America . . . a solid head-of-steam typified by our own doorstep counties of Cabell and Kanawha (the Huntington-Charleston area) where—say preliminary reports of the new U. S. Census of Manufactures — the value of industry alone is up 55% since 1947, currently over one billion dollars!

This is only part of what you can command with WSAZ-TV. Surrounding our near-quarter-mile-high tower lies America's 23rd television market — four states wide, *four billion dollars* deep in buying potential. You leave a smart wake when you sail aboard WSAZ-TV. Any Katz office can make out a profitable bill of lading for you.

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WGKV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

our respects

to FREDERICK GEORGE HARM

WHEN Plough broadcasting interests bought WJJD Chicago from Field Enterprises Inc., in September 1953, Fred Harm was retained as general manager of the 50 kw, share-time daytimer, on the basis of his demonstrated sales ability, his long association with and knowledge of the station and his fervent belief in the future of independent radio operation in a tv-studded major metropolitan market.

The marks of a successful operation weren't immediate for Mr. Harm and a station which admittedly needed bolstering. In the past few months, however, WJJD has broken the Chicago listener and sales barrier, thanks to the teamwork efforts of Mr. Harm and Harold R. Krelstein, president of Plough radio properties and president-general manager of WMPS Memphis.

The basis of this success in Chicago (and elsewhere) is a relatively revolutionary "precision-timing" program format, which first delivered its big audience punch in Memphis last year and is now being utilized at Plough stations in Boston (WCOP) and Baltimore (WCAO). According to recent Hooper Radio Audience indices, WJJD since June 10 has jumped from ninth to third in Chicago in the 12 noon-6 p.m. segment. It has moved up from eighth to fourth position in the pre-noon hours.

This resurgence comes as no surprise to Frederick Harm, who has been selling radio for 26 years, 20 of them with WJJD. Even now, in his executive capacity, he still believes a manager's strength lies in his ability to sell.

A native of Chicago (born June 11, 1911), Frederick George Harm seemed more sports-minded than sales-minded in his school days at Lane Tech High, where he won numerous ice-skating awards and otherwise excelled in athletics. He attended Northwestern U., where he specialized in advertising.

Mr. Harm got his first job in the advertising department of Grigsby-Grunow (manufacturer of Majestic radio sets), handling copy and other chores. He joined now-defunct WIBO Chicago and moved to WCFL as time salesman in 1931, remaining for two years. The Kremola Co., a Chicago cosmetic firm, offered him the post of advertising manager, which he accepted in 1933, concentrating heavily on radio. Mr. Harm wrote continuity and produced and announced *Curtain Time* on WMAQ for Kremola (which, ironically, was purchased later by Plough Inc., manufacturers of St. Joseph's aspirin and other proprietary products).

In 1936, Mr. Harm joined WJJD as a salesman, then owned by Ralph Atlass before the Atlass interests disposed of it to meet FCC duopoly regulations occasioned by ownership of WIND. (WJJD sale to Field Enterprises was approved in July 1944.) Mr. Harm became commercial manager in 1944 and was appointed general manager in 1951.

WJJD is reluctant to reveal sales figures, but its billings have risen, with a breakdown that shows an increase of 50% in national spot business over a year ago. Additionally, the 50 kw daytime-only station (which shares time on 1160 kc with KSL Salt Lake City) has announced a new rate card (No. 27) effective Nov. 1, calling for increases.

Mr. Harm is firm in his convictions about the aural medium. He says:

"Independent radio today is stronger than ever. The threat of television replacing radio—if indeed there ever was such a threat—just doesn't exist. Proof of the pudding lies in the fact that successful radio stations which have programmed with the public interest and listener appeal in mind can't supply advertisers' demand for availabilities." In ratings, Hooper gave WJJD a 16.8 (12 noon-6 p.m.) and 8.0 (7 a.m.-12 noon) for August-September in terms of share of radio audience—and the station claims respective boosts of 630% and 300% in those periods since last June 10.

Mr. Harm belongs to the Radio & Television Executives Society of New York and Broadcast Adv. Club of Chicago and serves on Mayor Richard J. Daley's Chicago Citizens Committee. His interest in law enforcement activities is reflected in some measure on WJJD programming.

He married the former Gertrude Cora on Oct. 28, 1933. They have two children, Duane, 17, all-state quarterback in 1955 at Glenbrook High School (in Northbrook, Ill., a Chicago suburb where the Harms reside) and now a student at the U. of Wisconsin, and Demares, 12. Mr. Harm's hobbies are golf, boating and skiing.

Mark of Integrity

...in reporting circulation facts

We display the Audit Bureau of Circulations* symbol with pride! It's our mark of circulation integrity!

The seasoned marketing man finds trustworthy data vital in his work of advertising media evaluation. And *reliable net paid circulation figures* are among the most valuable facts he uses in selecting printed media for his advertising campaigns.

Once every advertiser guessed about circulation accuracy and gambled on advertising results; today he need not question the wealth of data in any A.B.C. audit report, for it contains only *verified* answers to his most searching circulation queries.

* * *

*The Audit Bureau of Circulations, founded in 1914, is a cooperative, nonprofit association of the leading buyers and sellers of advertising space. A.B.C. sets standards for net paid circulation, audits and reports circulation facts. **To be sure of what your print media dollar buys—look for the A.B.C. symbol.**

When a media director or advertiser asks us, "How much paid circulation? What do your readers pay? Where does your circulation go? How do you get circulation—your audience for my advertising?", we need only show him our latest A.B.C. audit report. There he finds factual answers that annually pass the test of a trained A.B.C. circulation auditor's scrutiny.

And any buyer of space can decide for himself, with confidence, the value of our circulation audience. Our A.B.C. membership means circulation reported in accordance with recognized, impartial standards, established by buyers and sellers of space working together in A.B.C.

Publishers who meet the Bureau's high standards know the A.B.C. symbol as a mark of circulation integrity. The value-wise advertiser, too, has learned that *the A.B.C. symbol is his dependable guide to the audited facts* about net paid circulation that protect his advertising investments.

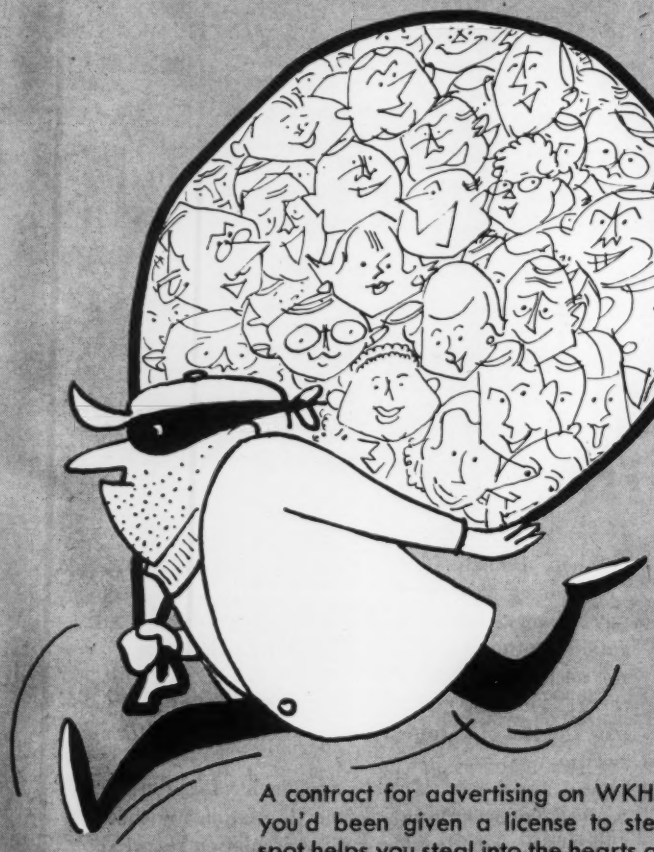
BROADCASTING
TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

MEASURE OF SERVICE...MARK OF INTEGRITY

Your License to Steal!

YOU CAN ACTUALLY RUN AWAY WITH THE JACKSON MARKET!



WKHM...
First in Power!
First in Ratings!

A contract for advertising on WKHM is as if you'd been given a license to steal! Every spot helps you steal into the hearts and heads of thousands of listeners and carry away their loyalty to your product or service. Small wonder so many listeners prefer WKHM. It serves up the three most wanted features in radio today . . . news, music and sports!

SAVE up to 15%

By Buying 2 or More of these Powerful Stations

WKMH Dearborn-Detroit · **WKMF** Flint, Mich. · **WKHM** Jackson, Mich. · **WSAM** Saginaw, Mich.
Jackson Broadcasting & Television Corp.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

WKHM JACKSON, MICHIGAN
Represented by HEADLEY-REED

Fred A. Knorr, *President*
John O. Gilbert, *Managing Director*
Jackson Broadcasting & Television Corp.

The Community Stations

KNORR Broadcasting Corp. Affiliate

E. J. OWENS

on all accounts

E. J. (EDDIE) OWENS, vice president of the Kudner Agency Inc., New York, has an obvious affinity for the Goodyear Tire & Rubber Co., Akron, Ohio. Last June 30, he completed 40 years of association on the Goodyear account, believed to be a record for continuity in the advertising business.

Mr. Owens' initial activity on the Goodyear account began July 1, 1916, when he joined Erwin, Wasey & Co. in Chicago. He became the account executive in 1921. In 1929, Mr. Owens transferred (with the Goodyear account) to the agency's New York office, and in 1935, when Arthur Kudner, then president of Erwin, Wasey & Co., left to form his own agency, Mr. Owens joined the new group as vice president, continuing as account executive on Goodyear.

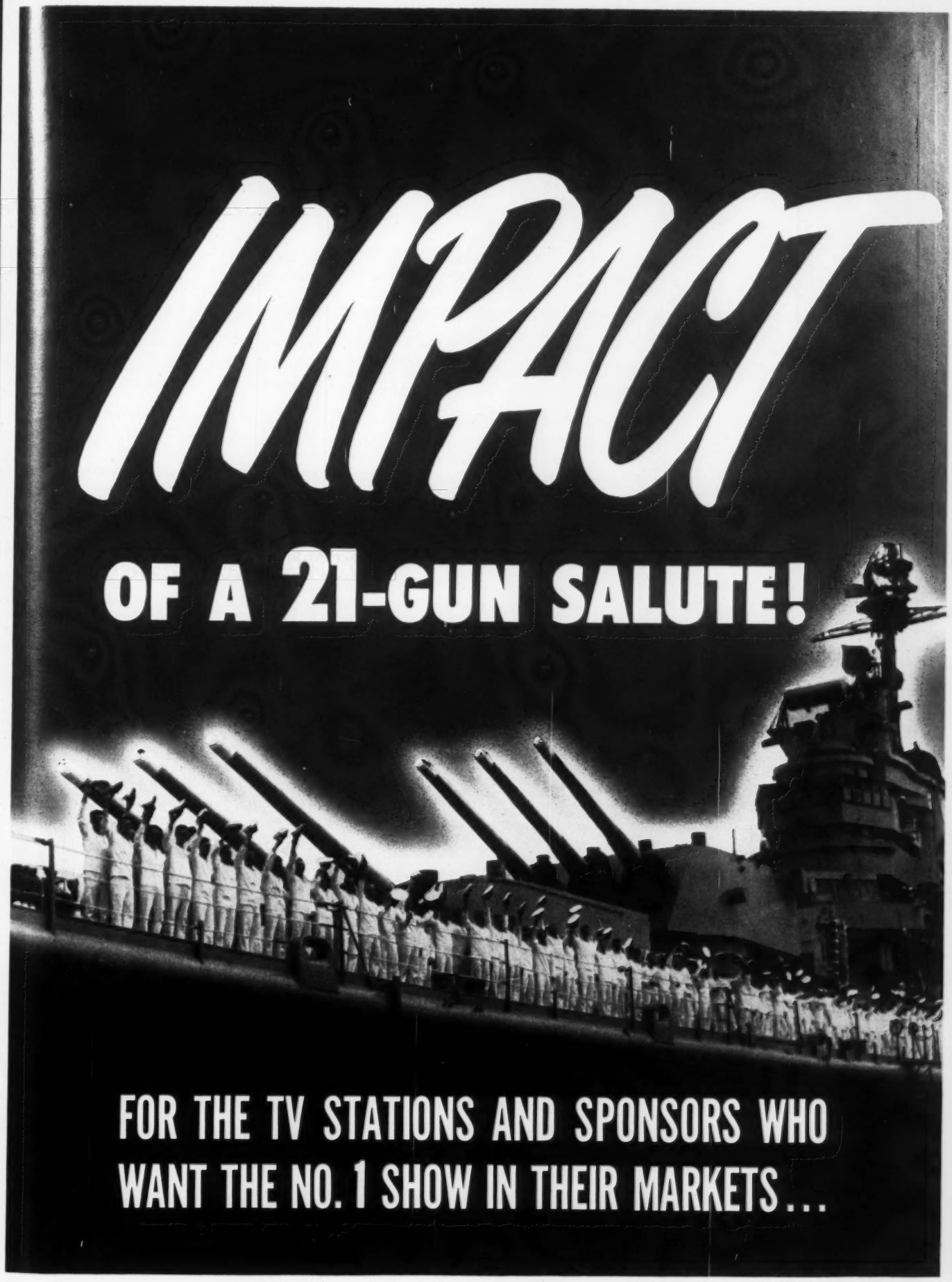
A native of Chicago (born June 29, 1891), Mr. Owens was employed by Marshall Field & Co. and the Northwestern Railroad before entering advertising. He worked for the John Lee Mahin agency and Taylor Critchfield, both in Chicago, before joining Erwin, Wasey in 1916.

Many striking changes have occurred in advertising over the past 40-odd years, according to Mr. Owens. In early days, he points out, the most important task of the agency was to solicit ads and obtain enough to fill the space for which the agency had contracted.

With the emergence of radio and subsequently television, the Goodyear account, under Mr. Owens' supervision, took advantages of the newer media.

Mr. Owens has been married to the former Agnes Harding of Chicago for 37 years. They live in Manhattan and Mr. Owens is an ardent sports fan, particularly interested in baseball. He roots with equal fervor for the New York Yankees and the Giants. A regular weekend visitor to the Polo Grounds and Yankee Stadium, Mr. Owens spends at least part of his annual vacation in Arizona during the Giants spring training.

He belongs to the Recess Club in Detroit, the Detroit Athletic Club, the Akron City Club and the Portage Country Club in the latter city.


IMPACT
OF A 21-GUN SALUTE!
FOR THE TV STATIONS AND SPONSORS WHO
WANT THE NO. 1 SHOW IN THEIR MARKETS...

⚓ TV's NEW STAR-SPANGLED

RATING-WINNE

MEN

Anna

THRILLING TALES OF MEN AND ADVENTURE!

PRODUCED WITH THE FULL COOPERATION OF THE DEPARTMENT OF DEFENSE AND TH PAR

BIG AND LAVISH . . . WITH SEQUENCE AFTER SEQUENCE

FEATURING OUR HOLLYWOOD STARS

FILMED AT ANNAPOLIS! In the classrooms, on the playing fields, aboard the battle fleet . . . wherever Men of Annapolis go into action!

AT YOUR COMMAND . . .

SPINE-TINGLING SHOWMANSHIP!

Every week your viewers will thrill to stories ablaze with the adventures, loves, heartbreaks and triumphs of the U. S. Midshipmen.

YOU'LL BE THE PROUD SPONSOR OF

THE NO. 1 SHOW IN YOUR MARKET

Your product will be seen in a program pe ple will take pride in watching, in talkin about, in recommending.

sure
d ha
ur co
MEN
ite o
an e

ER!

⚓ COMPELLING
AS THE CALL TO COLORS!
⚓ GLORIOUS
AS OUR COUNTRY'S HISTORY!

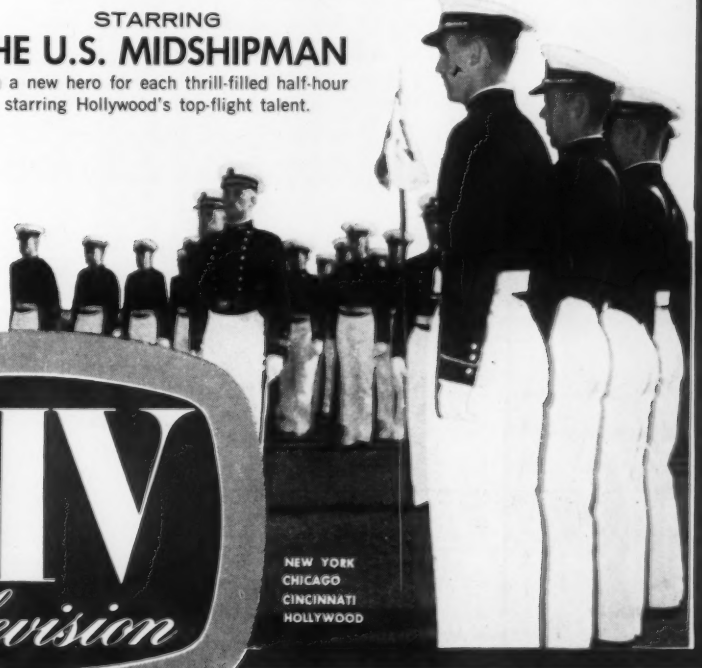
OF
polis"

⚓ SURGING WITH
EXCITEMENT, SENTIMENT AND HEROISM!
AND THE SALES IMPACT OF A 21-GUN SALUTE!

STARRING
THE U.S. MIDSHIPMAN
with a new hero for each thrill-filled half-hour
starring Hollywood's top-flight talent.

TH PARTMENT OF THE NAVY!

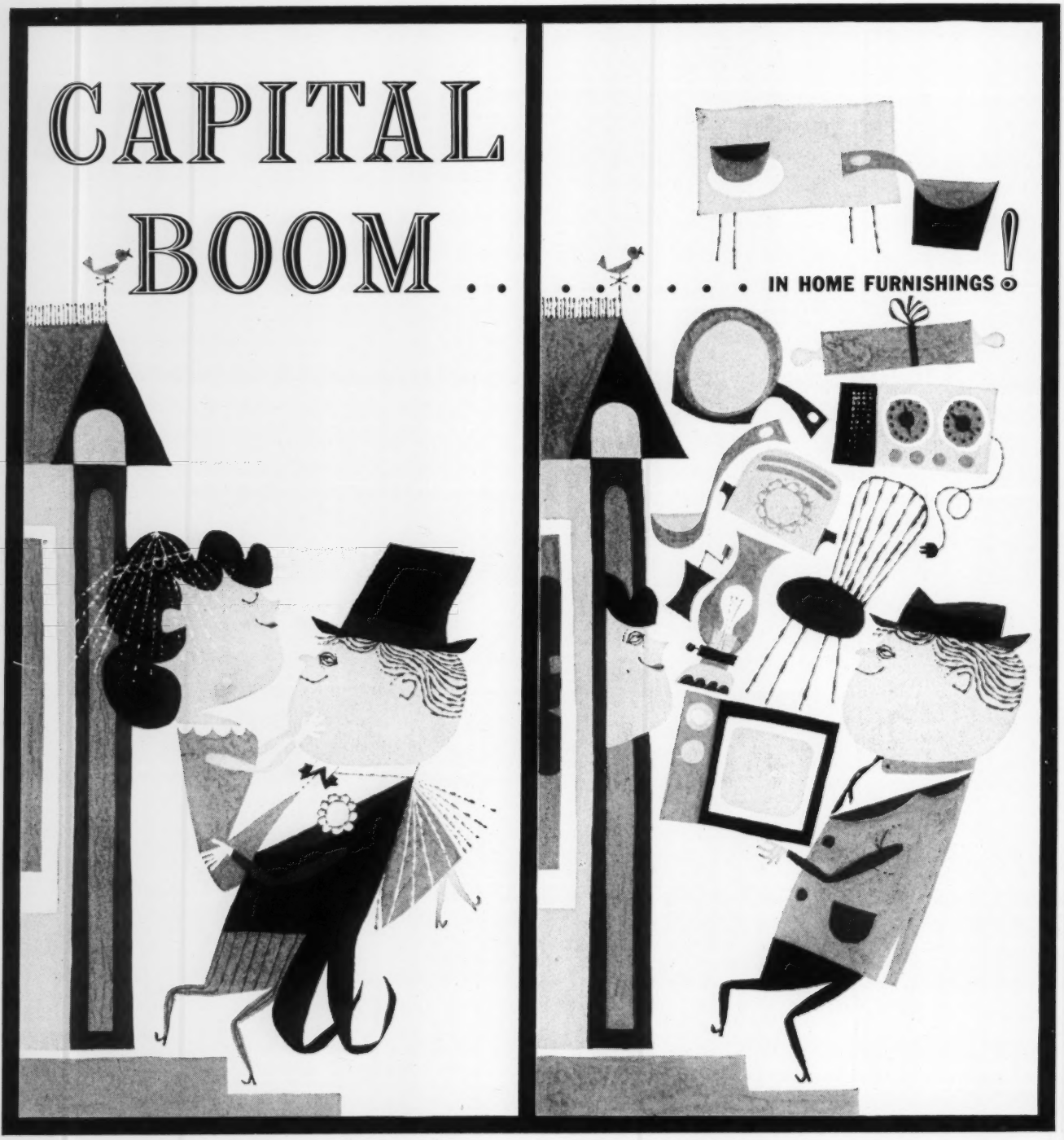
sure YOU are the proud
d happy sponsor when
ur community hails
MEN OF ANNAPOLIS"
ite or phone us today
r an early audition date.



ZIV Television

NEW YORK
CHICAGO
CINCINNATI
HOLLYWOOD

CAPITAL BOOM . . .



Things are busier than ever in the Capital these days. Home furnishings (appliances, furniture, radios and television sets) are selling at an extraordinary rate — a rate never before equalled in Washington history.

Sales of home furnishings in the Capital last year reached an all-time high—*just short of 100 million dollars.* This figure represents a rise of 40% in just five years, a rate of growth greater than the *total annual home furnishings sales* of Jacksonville, Richmond or Salt Lake City!

Advertisers are paralleling this big buying pattern with greater and greater investments in the Capital's most effective media—WRC and WRC-TV, Washington's *Leadership* Stations. During the first half of this year, advertisers of home furnishings increased billings on these stations by *83.4% over those for the first half of 1954!*

Like these advertisers, you'll move your product into more and more homes when *you* go with the biggest guns in Washington's selling boom . . .

WRC AND WRC-TV . . . SOLD BY NBC SPOT SALES

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.

BROADCASTING TELECASTING

Vol. 51, No. 18 OCTOBER 29, 1956

15% FEE SYSTEM: TO BE OR NOT TO BE?

That is the question which advertisers may answer from forthcoming ANA study of agencies

Approval for project given at 47th annual meeting of association last week in Chicago

THE Assn. of National Advertisers last week launched a special study aimed at providing information on which individual advertisers can make up their minds whether to continue or quit the present 15% commission system of agency compensation.

The study will investigate the functions and practices of advertising agencies in today's advertising world. It was approved by the ANA board of directors as a climax to the three-day 47th annual meeting of the association last week in Chicago.

The convention also was highlighted by discussions of radio and television (including color) and other media. General theme was the growing demands on today's advertising. Approximately 500 ANA member representatives attended the meeting at the Drake Hotel Oct. 22-24.

Delegates heard predictions that advertisers will spend $150 million annually in network color by 1957 on the basis of present network momentum; assurances that aural broadcasting, especially network radio, is very much alive as a low-cost advertising medium, and recommendations that advertising assume a more important role in top management.

Agency compensation came to the fore Wednesday morning with a report by ANA's special study committee under John McLaughlin, sales and advertising director, Kraft Foods Co. Stressing that neither ANA nor the committee could champion any single system or formula for compensation —obviously because of possible antitrust action—Mr. McLaughlin's group recommended a "completely objective, independent, comprehensive, authoritative, up-to-date source of information . . . a study based on sound research, which would present facts on advertising agencies . . . without prejudice . . . in an unbiased way."

The study will be undertaken by Prof. Albert Frey, marketing professor, Tuck School of Business Administration at Dartmouth College, at an estimated cost of $30,000-$40,000. ANA expects to present a preliminary report at its 1957 spring meeting and a final one next fall, Mr. McLaughlin said.

The committee and ANA officially has been on record for a review of agency-client relations generally and with the contention that compensation is "the prime responsibility of the advertiser," not media. This has been the ANA's board sentiment since it appointed the special 11-man committee last May and has been made plain in other ANA sessions as well as before the American Assn. of Advertising Agencies [B•T, June 4, 18; May 14, 21; Aug. 27].

At its spring convention last March advertisers generally anticipated a continuation of a variation of the 15% fee method and indicated that agencies could expect to continue receiving the commission from media, although advertisers would not desire to be precluded from dealing with media directly at net rates and would pay additional compensation for special services [B•T, March 19]. AAAA members and media generally have favored the 15% fee norm.

Paul West, re-elected president of ANA, told B•T Wednesday that agency reaction to the committee's findings and study project was "very good" and felt no basic battle is involved. Over 100 agency representatives were guests of ANA at its annual banquet Tuesday evening and many also sat in on the agency compensation session Wednesday morning, along with media personnel. Marion Harper Jr., president of McCann-Erickson, gave an agency man's views on commissions.

In his talk Mr. McLaughlin said his committee found "dissatisfaction" had been "smouldering under the surface" for a long time before the Justice Dept. brought it out into the open.

(Under terms of a consent decree, the AAAA has agreed not to insist on adherence to the 15% commission principle as a condition of AAAA membership.)

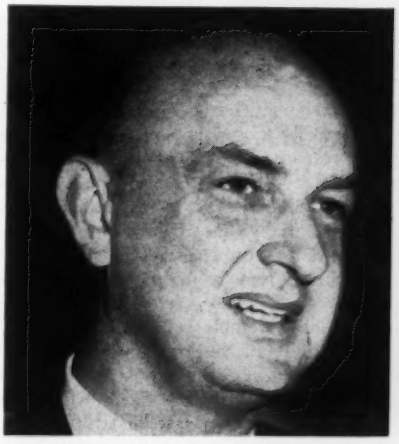
Advertisers are seeking answers to a number of questions. Among them: "Should the commission on packaged shows be the same as on agency dated shows?" and "Are television costs getting out of line?" Another: "If the advertiser buys a merchandising service, to which purchase and use of the service the agency contributes nothing, are others allowing it to be commissionable?" Top management is seeking the answers from advertising managers and "demanding better management of the advertising function," Mr. McLaughlin emphasized. Among other areas in which the ANA study will penetrate is one on nature of services available from agencies.

Mr. McLaughlin expressed confidence that results of the project "will prove to be one of the most important contributions to the advertising industry ever made" because it will "define the function of the modern advertising agency in today's marketing process," the extent to which it confines its responsibilities to creation of advertising, to which it contributes to the entire marketing operation and to the degree it becomes involved in research, merchandising, pricing, etc. The study also will show different agency practices in serving clients and ways agencies are paid, with respect to services other than time and space.

With such a study, he explained, advertisers will be better able to "solve the problem with their advertising agencies of establishing the most productive relationship."

At a news conference later Mr. Mc-

TWO VIEWS ON THE COMMISSION PROBLEM



McLAUGHLIN: Recommends "study based on sound research . . . without prejudice . . . in an unbiased way."

HARPER: Says that "No one has yet found a method more applicable . . . than standard commission structure . . ."

HOW WORDS FORM AN IMAGE

NBC Radio's new "Imagery Transfer" technique, wherein the network says its vocal commercials can trigger memories of other, more costly ads—television and magazines, for example—was described at the ANA convention by Matthew J. Culligan, vice president in charge of the NBC Radio Network. Here is the condensed text of the remarks made by Mr. Culligan.

YOU SEE before you a man who does not believe that one picture is worth a thousand words. For example:

Woman's scream
Male voice saying "your money or your life"
Female voice saying "I'm Marilyn Monroe . . . KISS ME"
Male voice saying "congratulations . . . it's a boy"
Sound of automobile tires under emergency braking

Pictures could add little to the response of most people to those sounds. They conjure up an image as only words and sounds can.

There are sounds, including words, which convert latent memory pictures into top-of-the-mind responses. Were I to know, and be able to mention to each of you individually, the name of your best friend . . . your pleasant response would be immediate. You wouldn't necessarily remember all the reasons why he is your best friend . . . just the sound of his name would trigger your emotional, pleasant response.

We believe a similar result can be achieved in relation to your brands through understanding and use of imagery transfer in your national advertising.

If your company has been in business a reasonable length of time, and has produced good products, advertised them well in print and demonstration television, and achieved good retail display exposure, it is inevitable that latent memory images will have been created in the minds of millions of consumers. In effect, you have stored up in millions of human memories a wealth of potential energy. It doesn't serve you until it is converted somehow into kinetic, action-producing activity, i.e., the buying of your product.

It is to this "somehow" that we of the NBC Radio Network have addressed considerable time and treasure. We have become convinced that the science which can serve us best in this connection is General Semantics, and our network has joined the New York Society for General Semantics.

The men who have pioneered this new discipline of the mind are now conferring with us to establish ways and means of study and research to first make us understand ourselves, then make us understand others, then build the sound and sight bridges over which will travel thoughts of utmost clarity and maximum efficiency. It may take years for us to achieve demonstrable results via this approach, but the potential rewards to be gained are worth almost any price in time and treasure.

Let us examine imagery transfer in advertising.

The chairman of the board of a Chicago advertising agency, one of the creative greats of our business, wrote me some days ago about imagery transfer, sending me a copy of a recent speech of his. In this speech, he pointed out that the human mind and memory nerve had not substantially improved over the past 20 years. However, the amount of product information advertising men want the public to remember has more than doubled.

We know that the human memory can store an incredible number of images, including advertising images. For an advertiser, these images have tremendous potential energy in actual sales. The problem is to convert this potential energy to kinetic, usable buying action.

It is my proposition that radio, because of certain exclusive inherent properties, is literally the perfect instrument of imagery transfer from the memory to the "top-of-the-mind" during the critical hours and minutes prior to the act of buying.

First, radio is the best "point of use" advertising medium. By that I mean it delivers advertising messages to the public during the *use* of products.

The housewife uses drugs, cosmetics, food and household cleansing products *while she is listening to radio.* She can't read newspapers, she can't watch television, she can't see billboards. You can conjure up your product image at the very moment she is using your product, or the product of your competitor.

The man in his workshop, or the man mowing the lawn, or repairing his boat, or washing his car, can listen to radio at the same time. He cannot read magazines, or watch television or see billboards. Here again, you can transfer product images from his memory to the top of his mind at the very time he is working with or using the products of your competitors.

With millions driving on weekends, or to work, or to shopping centers, only radio and billboards can affect imagery transfer from memory to the top-of-the-mind. When you add to this the almost incredible cost efficiency of radio, you have the ideal imagery transfer instrument.

Cost efficiency will become even more important in coming months and years as print and television rates increase, as increase they inevitably will. During my five years in the magazine industry, consumer and trade, I personally witnessed the great increase in rates from 1945 through 1950. I understand they have increased at least as much from 1950 to present. This has forced some advertisers to decrease in frequency in major consumer magazines.

If this price trend continues, and there is evidence it will, a very apparent danger emerges. The print advertising will still be very effective in registering product and copy images in the memories of the public, but the conversion of these memory images to top-of-the-mind buying impulses may falter because of lack of frequency and the fierce competition of other advertising.

Radio could well bridge the gaps between print ads and trigger the conversion of print advertising images from the memory to buying impulses.

During my four years in television I observed the gradual but rapid breakdown of continuity and frequency in television advertising. First, the hour per week advertisers converted to either two hours per month, or half hours per week. Then the half-hour advertisers went from four out of four shows per month to three out of four, then to two out of four, and this season, we had several cases wherein advertisers have decreased their television sponsorship to one half hour show per month.

This, in my opinion, is still good advertising, for the product images created by sight, sound, demonstration, and increasingly, color, must continue to be enormously effective. The danger is that these images may not be readily transferred to top-of-the-mind consciousness at the critical time, i.e., the hours and minutes immediately before buying.

See how beautifully radio fits into the pattern of the future? If an advertiser has two half-hour shows per month on television, he can bridge the gaps and convert the product images developed by television to buying impulses on a daily basis through imagery transfer via radio.

Laughlin stressed that an advertiser must first establish his needs before "value and price can be assessed" in business-like negotiations. He said one major agency executive told him that "if the Frey report does what you say it will do, it will be one of the great contributions to us." It was explained the study would be as "universal" as possible and take cognizance of all size advertisers. "The old concept of small and large advertisers is diminishing in terms of growth and change," Mr. West observed.

Edwin W. Ebel, vice president for advertising and consumer relations, General Foods Corp., who stepped down as ANA board chairman, asserted that "if we created the impression that there will be horse-trading (as a result of the government's consent decree) on Madison Ave., that was not true." In response to questions, he talked of "deals in terms of honest business negotiation rather than horse-trading" and warned "we must be careful to approach client-agency relations and compensation in a way that will preserve the climate of creativity."

Harper's Views Expressed

Mr. Harper's views on agency compensation were these:

(1) The large agency provides a unique service in managing a "variable creative workload" and providing skilled creative people "within the standard compensation," and otherwise assumes responsibility of maintaining, developing and financing a pool of creative manpower "in terms of the creative quality sought . . . not in terms of the ability of the advertiser to pay."

(2) Internal economics of the agency business "are in appropriate proportion to the risk taken under present compensation practices, but rising costs are changing this proportion.

(3) "Contrary to the dire predictions of the '30s, the 'inflexible form' in the method of agency compensation has become an integral part of an expanded media service to the public and a vital and dynamic business economy. In short, it works.

(4) "The conventional commission arrangement, however, is not related to any meaningful breakdown of the hundreds of services in hundreds of media and hundreds of varying space and time rates per unit of audience, but is only related to the advertiser's total outlay. The agency, in its own professional judgment, determines the amount and cost of the labor and service to be applied to message and media. It determines the proportion of emphasis, the order of priority and relevance to the total sales development goal, for which it takes responsibility in the terms of cessation of compensation upon notice.

(5) "Total advertising agency compensation 20 years from now will be largely the result of a continuation of individual negotiations relating the needs of the client to the creative sales development services of the advertising agency.

(6) ". . . No one has yet found a method more applicable to the needs of business than the standard commission structure . . . The main direction of the ultimate solution will rest in . . . the standard method now tying compensation to the value of results obtained by the sales development service . . . A governing principle in seeking an optimum system of compensation (is that of) percentage share of the assigned result . . ."

(7) Agency compensation is an infinitestimal part of an opportunity for striving to reduce distribution costs to remain competitive, with increased competition for worldwide markets confronting the marketing function.

Mr. Harper felt the advertising profession "generally would advance the cause of business further, faster, if it would devote its energies to the main target—more productive advertising." He suggested that sales development is the basic purpose of the "modern, complete advertising agency" and that agencies analyze, prove and experiment in this area. Mr. Harper questioned whether, as a central issue, agencies can stay within the 15% structure "and yet deliver the range of services that brings maximum returns in sales development." He felt any considerations in revising the commission system should be based not on rising costs "but on their appropriateness to the agency function and advertiser-agency relationship.

"Any alternative compensation systems must stand the tests of whether they stimulate quality competition, provide adequate incentives for creativity, reward calculated risks, hold administrators responsible for results, protect objectivity and independent viewpoints, identify creative men with entire goals of the business and not simply its parts."

Members of the ANA special study committee, headed by Mr. McLaughlin, are C. J. Coward, General Electric Co.; Don Frost, Bristol-Myers; Ed Gerbick, Johnson & Johnson; J. Ward Maurer, Wildroot Co.; George Mosley, Seagram Distillers; Ed Rothman, Ford Motor Co.; Henry Schachte, Lever Bros.; Bill Smith, Thomas J. Lipton; Paul Willis, Carnation Co., and Ralph Winslow, Koppers Co.

Aside from Mr. West, who was re-elected ANA president, other officers named were Mr. Mosley, ANA board chairman, succeeding Mr. Ebel of General Foods, and Ralph Winslow, Koppers Co., as vice chairman. Re-elected directors were Ben H. Wells, Seven-Up Co., and George Abrams, Revlon Products. Four new directors are Ray Weber, Swift & Co.; Albert R. Stevens, American Tobacco Co.; George Frost, Cannon Mills, and Ralston H. Coffin, RCA.

Duckwall's Theory Of Media Buying

At earlier ANA sessions Gene Duckwall, vice president and media research director, Foote, Cone & Belding, Los Angeles, noted that the problem of investing advertising dollars has become more complex in recent years because of the growth of tv as a major medium and "many more magazines, broadcasting stations and other media." He introduced a new "intrusive-directory" concept for media. Tv and radio were described as "intrusive" media while publication advertising is primarily "directory" and newspapers a combination of both, involving passive and active attitudes by consumers.

"High interest products can be advertised most effectively in directory media and low interest in intrusive media," Mr. Duckwall contended, though he stressed this should not be construed as a preference for one type of medium exclusively. He also explained terms of "first" and "second" money relating to investments for low interest and low cost products and high interest and infrequently bought items.

In certain instances, like advertising refrigerators, he said, it's best to spend "first money" on directory media and, if the budget permits, "second money" on intrusive media.

Mr. Duckwall cited Purex as an example where "first money" should be invested in intrusive media. Purex is currently putting all its advertising funds "in the clearest type of intrusive media—television," Mr. Duckwall said, adding: "I think they are correct in doing so, primarily because the soap and cleanser field represents the best example of low interest product which does not merit or receive readership as compared to other products." He said a number of advertisers actually have applied these principles.

TV GETS ATTENTION OF ANA DELEGATES

Pinkham tells Chicago convention that video medium has grown 'as though it had a pituitary disorder' and predicts advertisers will invest $600 million in network color television by 1960.

TELEVISION—both color and black and white—proved an attention-getter for ANA delegates at their 47th annual convention in Chicago last week, thanks to a "progress and prognosis" report and live closed-circuit presentation by NBC-TV.

Advertisers will invest $150 million annually in network color by 1957 and $600 million by 1960 if the two networks (NBC-TV and CBS-TV) "sustain their present momentum," Richard A. R. Pinkham, vice president in charge of NBC-TV network programs, told ANA representatives Tuesday.

He noted television has grown overall "as though it had a pituitary disorder" and noted that "more people are watching television over more stations more hours of every day of the week than ever before." He decried the contention that tv's novelty has worn off or ever will, because intra-network competition will mean new programs and new concepts and personalities.

Noting tv's emergence last year as the No. 1 national advertising medium in billing and increased circulation, Mr. Pinkham reported the average evening tv program now reaches 7.6 million homes for "near satu-

Continues on page 36

RADIO, AS ARTISTS SEE IT

AN IMPRESSIONISTIC painting of a radio set as seen from behind—its insides—won first prize in the competition conducted by Radio Advertising Bureau to develop for radio an "art" that would portray the medium and its effect on the people.

This and two other winners, along with 17 other works commissioned by RAB, are being displayed for the first time today (Mon.) and tomorrow during RAB's second annual National Radio Advertising Clinic at the Waldorf-Astoria in New York (story, page 92). The three prize winners are being announced at the opening session of NRAC this morning (for these and other entries, see reproductions at right).

RAB commissioned 20 young American artists some months ago to submit their impressions of radio. Subject and form was left entirely to the artists.

In a catalog reproducing the 20 entries, RAB President Kevin B. Sweeney explains:

"Radio broadcasting became an important shaper of American life when it was only 10 years old.

"Today, 25 years later, it is one of the strongest influences on the daily lives of tens of millions of Americans.

"We felt that such an important part of American life and business should have an 'art,' that radio and its effect on people should be interpreted pictorially for today and preserved for tomorrow . . ."

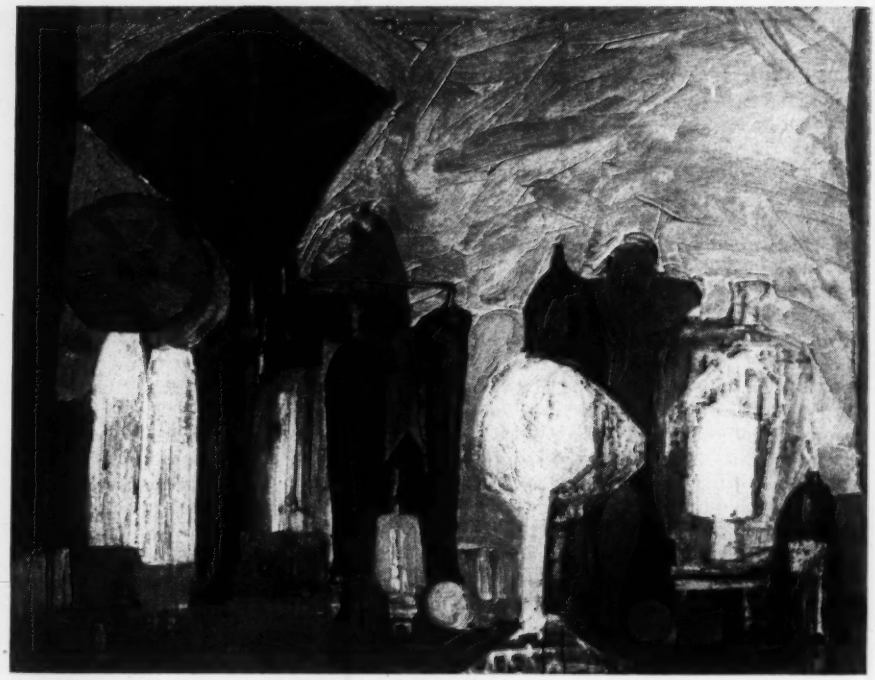
Judges of the entries were art critic Frank O'Hara, Prof. Raymond Dowden of Cooper Union Art School, and William Atkin, editor of art and architectural books for the Rheinhold Pub. Corp.

Jackson Wolfgang Beck, designer and artist, directed the project for RAB.

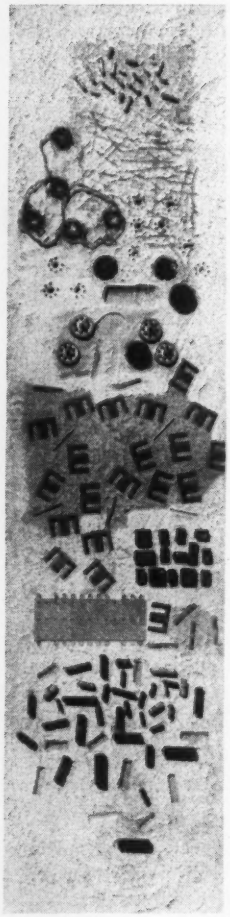
All 20 works are to be offered for sale to radio and advertising executives following the exhibit during the NRAC sessions. Prices range from $125 to $225 each. Each of the three winners is being offered at the top price.

In addition to the winners and other works shown on these pages, one titled "Kilowatts," by Barrie C. McDowell, was given honorable mention.

Other entries, not shown here, were "Viva Voce," a work in ceramics by Robert L. Adams; "Central Source," by Macdonald Stewart; "Portable Living," by Henry Markowitz; "Listeners on Wheels," by Edward R. Rager Jr.; "In the Beginning," by Vito Giallo; "Superheterodyne," by Erle Yahn; "Convention," by Robert Weaver; "Music Man," by Cliff Condak; "Rock and Roll," by Andrew Warhol,



FIRST PRIZE: The Oracle, by Ernest R. Smith, gives an impressionistic rear view of the insides of a radio set. The 32-year-old artist was born in Los Angeles. He was an award winner in an exhibition at New York City Center in 1955.

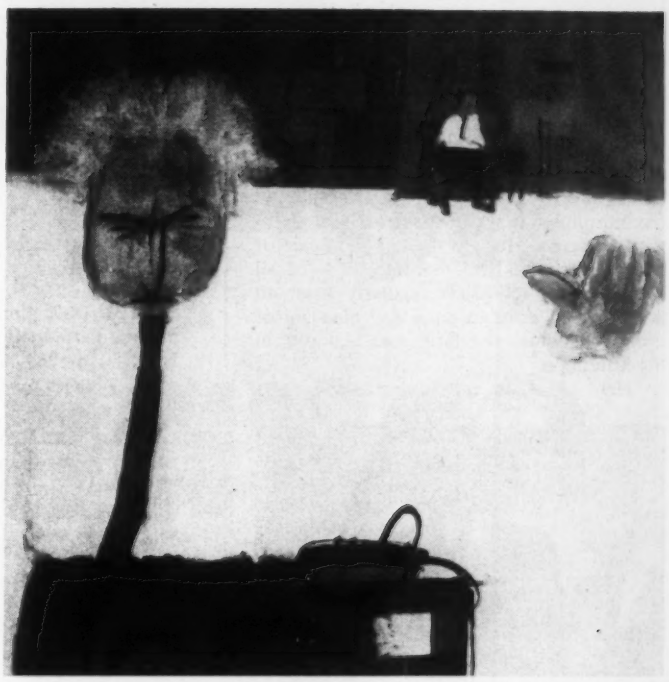


ENTRY: Live Mikes, by Vincent Di Giacomo, is a metal projections from the canvas, with wires thre

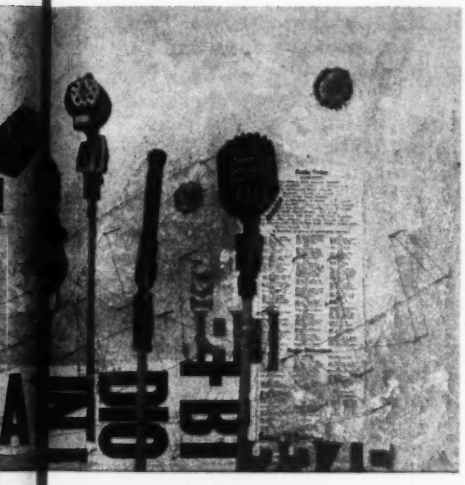
ENTRY: The interview, by Robert Andrew Parker, typifies one of radio's basic news and information functions. It is a water color on paper.

ENTRY: Particle Transmission, by Roy Kuhlman, has a background of concrete. Before the cement had dried, Mr. Kuhlman painted it and inserted the radio parts which form the pattern evident here.

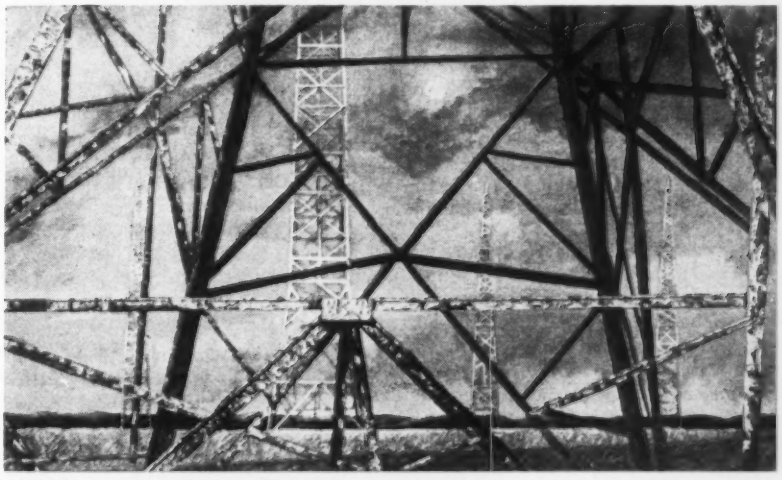
SECOND PRIZE: Tower, by Arno Sternglass, is an abstract painting of microphone and tower. The artist, 30, was born in Berlin.



THIRD PRIZE: Maestro, by Sheldon Cotler, depicts a conductor leading an orchestra in what is obviously a studio. Mr. Cotler was born in New York 23 years ago, traveled abroad, is now painting in New York.



omo. s a pin and wire collage, with small wires threading them together.



ENTRY: Sky Patterns, by John Wheat, looks out through the lower structure of one radio tower upon the silhouettes of others rising up ahead and at both sides.

ENTRY: Rooftop Listener, by Robert F. Sullivan, is a water color demonstrating the reach of radio. It shows a workman taking his momentary ease on a rooftop, dialing for a favorite program.

ENTRY: Combination Man, by Winslow Williams, is done in highly photographic style. It portrays one of the mainstays of radio, the board operator-announcer.

Continues from page 33

ration"—or one out of every six homes. He claimed, however, that "the most dramatic growth in tv viewing has occurred during the daylight hours," and "more homes are presently watching television in the morning than watched the average nighttime program during the whole year of 1953." Mr. Pinkham reported 40% of all homes watch television regularly prior to 9 a.m., 70% prior to noon and nine out of every ten homes regularly use their sets in the afternoon.

"Here is where the savvy advertiser is

CLOSING day of Assn. of National Advertisers' 47th annual convention in Chicago brought together two ANA officers and featured luncheon speaker. L to r: Paul B. West, re-elected ANA president; William C. Stolk, president of American Can Co., who spoke on "Capitalism—USA", and George E. Mosley, vice president-advertising for Seagram Distillers Co. and new ANA chairman.

really making his television dollar work for him," he told ANA delegates. "With Class C rates and relatively low program costs, it is possible for even the more modest advertisers to afford daytime exposure two or three times a week and reach a cumulative audience equivalent to and frequently greater than the expensive nighttime attractions and at a significantly lower cost per thousand."

While network and spot tv have shown "incredible growth," Mr. Pinkham pointed out, television "will also become more expensive," based on time cost boosts geared to circulation. He felt, however, that cost-per-thousand will stay in line and that anticipated cost increases won't be significant compared to those in other media.

Discussing high talent costs, Mr. Pinkham noted that "all three networks are permitting one pelvic artist to get away because he was asking an exorbitant price just because he had a friend who was a hound dog." But the problem of talent is being brought under control, Mr. Pinkham claimed, by development of new stars, writers, and directors.

Turning to color, Mr. Pinkham insisted that, "the usually reliable *Wall Street Journal* and *Time Magazine*, to the contrary," color is very much upon us (see story, page 84). By the end of the year, consumers will be able to choose from 40 different models (many under $500) turned out by ten manufacturers.

"Set sales are beginning to boom," Mr. Pinkham claimed, citing set sale increases in New York and Philadelphia the past month and attributing it to increased color program fare, particularly by NBC, which is boosting its nighttime schedule 500%. He also noted color conversion by WTMJ-TV Milwaukee this week and by WNBQ (TV) Chicago last April.

As an indication of color tv's selling power, Mr. Pinkham cited findings of the recent joint NBC-BBDO "Colortown" study on growth and impact of the medium [B•T, Oct. 15].

"Color tv is already beginning to supplant black and white and the roster of companies supporting color tv is a roster of industrial leadership," Mr. Pinkham asserted. "These are the sponsors who are fighting the fiercest competitive battles, who are looking for the extras that spell leadership."

COLOR IS IN

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Oct. 31 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Nov. 7, 21, 28).

Nov. 1 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

Nov. 3 (9-11 p.m.) *Ford Star Jubilee,* "The Wizard of Oz," Ford Motor Co. through J. Walter Thompson.

Nov. 4 (1-1:30 p.m.) *Heckle & Jeckle Show,* sustaining (also Nov. 11, 18, 25).

Nov. 9 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors (also Nov. 16, 23).

Nov. 19 (10-11 p.m.) *Our Mr. Sun,* Bell Telephone Co. through N. W. Ayer.

Nov. 22 (8:30-9:30 p.m.) *Climax,* Chrysler Corp. through McCann-Erickson.

NBC-TV

Oct. 29-31 (3-4 p.m.) *Matinee,* participating sponsors (also Nov. 2, 5-9, 12-16, 19-23, 26-30).

Oct. 29 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Warwick & Legler, and S. C. Johnson & Son through Needham, Louis & Brorby on alternating weeks (also Nov. 5, 19, 26).

Oct. 30 (7:30-7:45 p.m.) *Jonathan Winters Show,* Lewis Howe Co. through Dancer - Fitzgerald - Sample, and Vick Chemical Co. through BBDO (also Nov. 6, 13, 20, 27).

Oct. 30 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson, and Max Factor Co. through Doyle Dane Bernbach (also Nov. 6, 13, 20, 27).

Oct. 31 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods, through J. Walter Thompson Co. (also Nov. 7, 14, 28).

Nov. 1 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co. (also Nov. 8, 15, 22, 29).

Nov. 2 (8:30-9 p.m.) *Walter Winchell Show,* Toni through North Adv., and R. J. Reynolds Co. through William Esty on alternating weeks (also Nov. 9, 16, 30).

Nov. 2 (9-10 p.m.) *Chevy Show,* starring Dinah Shore, Chevrolet through Campbell-Ewald (also Nov. 30).

Nov. 3 (8-9 p.m.) *Perry Como Show,* participating sponsors (also Nov. 10, 17, 24).

Nov. 4 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America, through Fuller & Smith & Ross.

Nov. 11 (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire & Rubber Co. through Young & Rubicam.

Nov. 12 (8-9:30 p.m.) *Producers' Showcase,* "Jack & the Beanstalk," RCA and Whirlpool through Kenyon & Eckhardt, Buick through Kudner.

Nov. 18 (2-4 p.m.) *NBC-TV Opera Theatre,* "La Boheme," sustaining.

Nov. 24 (9-10:30 p.m.) *Saturday Spectacular,* "High Button Shoes," Oldsmobile through D. P. Brother, and RCA and Whirlpool through Kenyon & Eckhardt.

Nov. 25 (9-10:30 p.m.) *Hallmark Hall of Fame,* "Man & Superman," Hallmark Cards through Foote, Cone & Belding.

[Note: This schedule will be corrected to press time of each issue of B•T]

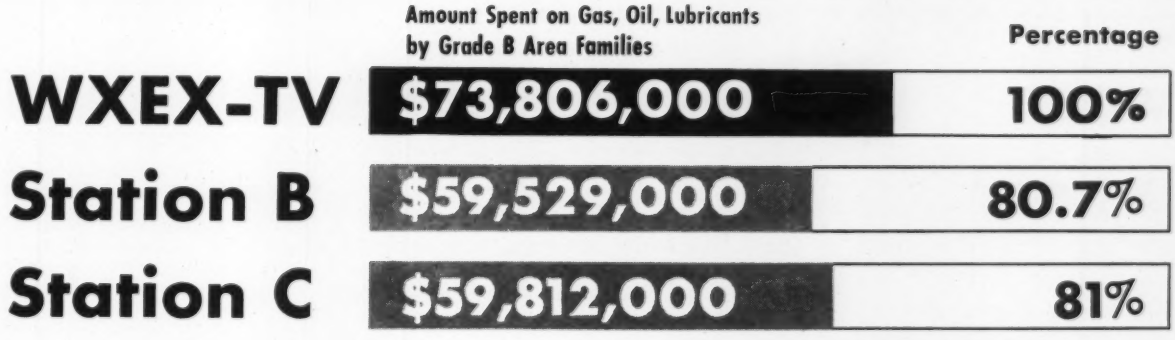
Cities Service Tries TNT

THEATRE Network Television Inc., New York, Thursday night staged a closed-circuit tv nine-city hook-up for the Cities Service Co. in order to introduce 5,000 dealers to three new gasoline brands. Connected by TNT were dinner meetings in New York, Boston, Providence, Newark, Philadelphia, Baltimore, Washington, D. C., Richmond and Norfolk, all of which got underway at 8:30 p.m.

Six of the nine cities were hooked together by a two-way system that permitted Cities Service executives, headed by president Burl S. Watson, to conduct a question-and-answer period. Following the business part of the meeting, Cities Service staged a special entertainment show, featuring Jack Lescoulie, Jonathan Winters and Paul LaValle and the Cities Service "Band of America."

19% Gas-Oil Dominance

Market figures prove WXEX-TV Grade B area families spend 19% more at filling stations than Grade B area families of any other Richmond market TV station



Source: Sidney Hollander Associates

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington. **Forjoe & Co.** in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

For busy two-headed time buyers who buy in four station markets

***33** ARB of the top 50 shows

***34** Telepulse of the top 50 shows

KLZ-TV outrates, outsells 'em all in DENVER

- * Highest number of syndicated half hours sold. 13 of top 15 in both surveys are seen on KLZ-TV.
- * Highest rated local news, weather, sports and children's shows.
- * Highest rated nighttime network shows.
- * Highest rated daytime network shows.

Sharpen up your schedules with a potent spot buy on KLZ-TV. Wire your KATZ man or call Jack Tipton, General Sales Manager, KLZ-TV.

CBS IN DENVER

KLZ TELEVISION Channel 7

CBS

Denver's highest powered TV station.

Represented nationally by the KATZ Agency.

THE P.I. BOYS DON THEIR SANTA GARB

Approach of holiday season brings increased requests to stations for time promoting everything from hypnosis courses to children's toys.

SIGNS of Christmas are appearing early around radio and tv stations as the influx of per inquiry offers starts to swell.

The current crop of P. I. deals indicates that the toy business will be booming this yearend. At least one industry figure believes the most active P. I. offer of all will be a game with a commercial twist—Who's Got the Rate Card?

Approach of the holiday season has brought a stack of P. I. mail to B•T, forwarded by broadcasters who recall promised miracles of past holiday seasons along with such unpromised complications as assorted litigation, audience protests and federal involvements.

The P. I. business of recent weeks includes dolls, balloon, toys, cuckoo clocks and rubber games. Then there are such year-round rate-card evaders as vitamins, magazines, meat tenderizers, correspondence school courses and a recording that promises to teach hypnotism in 15 minutes.

A toy offer submitted by Samuel Gerber Adv., Boston, covers "10 king-size Mickey Mouse Club balloon-like toys for $1 ppd." Samuel M. Gerber, president, opens his letter, "You undoubtedly have had experience with balloon offers before. This is another, which I feel, has more to offer—not only in quantity and value, but a legitimate tie-in with Walt Disney characters. . . . .I would appreciate your considering this on a P. I. or protected guaranteed basis. We can pay 50¢ on each dollar sale. Promotion from November to Dec. 15. Ideal for Christmas!"

Promises of Profits

Mr. Gerber adds, "I personally am responsible for this creation; my entire background as an advertising agency will stand the closest credit and character check you can make. I've had my own agency for 10 years and can show a clean bill of health in all my agency activities." The 50% profit on each sale is "less agency commission." The agency suggests a daily count of orders received be forwarded to it.

Pittman Co., Portersville, Calif., ". . . can't find words to properly express the extraordinary importance of this bombshell that will blast your way to real big money!" The offer covers "unique clocks that have been nationally advertised for $9.95 with cuckoo, $5.50 without, with prices now smashed to $3.95 and $2.95 including delivery charges by surface mail. . . . except the 15¢ packet fee."

These "genuine Black Forest clocks" provide $1 profit on each sale "or you may add another $1 to this making you $2 profit and still be extremable (sic) low." The offer is signed by James W. Pittman, manager.

Kleicar Corp., Chelsea, Mich., has a Rub-R-Art game that sells for $1. "It has appeared on the Arlene Francis *Home Show*, in *Parents* magazine and elsewhere," writes Henry B. Wilcox, of Kleicar, adding, "We can pay a full 30¢ on either a per inquiry or a per order basis; prompt same-day shipping guaranteed. . . . We can pay weekly, monthly, or you may deduct your commission from cash received."

Enclosing suggested air copy, Mr. Wilcox add a postscript, "You may edit copy as you see fit." The copy has an opening announcement cue into music, middle announcement of about 200 words and closing copy.

Sunway Vitamin Co., Chicago, which Marcus Bernstein, president, says "have been successfully selling their product solely over radio for the last 18 years on a satisfaction guaranteed or money refunded basis," has a $2 vitamin offer that will "pay your station $1.36 per order." With each order, Mr. Bernstein writes stations, "the Sunway people send—absolutely free—a handsome extra large heavily silver-plated serving spoon. . . ." Finally, station managers are offered a spoon and bottle of vitamins for personal use.

Maher's Offer

Maher Publications, Chicago, offers "40% of every dollar that comes in" for *Country & Western Jamboree*, 10 issues for $2 "plus autographed photos of four favorite recording stars." It also offers *Down Beat*, 12 issues for $3, plus a special issue of an extended play record ($1.98 value). The offer is made by Charles Suber, publisher.

Three Vee Co., New York, has 3V Papaya instant meat tenderizer that lets the station "retain 50% on every $1 mail order for your selling efforts," according to an offer signed by Charles E. Eckel, general manager. He writes, "New York stations WCBS' Galen Drake, WMGM's Carlton Fredericks, WOR's Martha Dean and John Gambling and others have done a good job for us on this item."

Advertising Co. of America for its American School pays $2 less 15% per inquiry. "In addition, if enrollments are obtained at a cost of less than $10, the school pays the difference. That is, the school pays an additional $2 for each enrollment obtained for $8, an additional $3 for each enrollment obtained for $7, etc. Audits are made 90 days from the date leads are received." Frank K. Levin, director, adds, "Good results have been obtained at nearly every broadcasting time. We shall be glad to hear from you. This could be a good thing all around."

Comes the Hypnotic Approach

Kenneth Shaker Advertising Co., Hollywood, some weeks ago invited stations to increase their revenue $500 to $1,000 a week. "It's as easy as being hypnotized . . . but I'm not in a state of hypnosis when I tell you that we are breaking all mail order records with our hypnotic kit that sells for $5. . . . and I mean really sells," writes Kenneth Shaker, president. He includes a facsimile of a big display ad that ran in the *New York Mirror*, without mentioning whether this newspaper space was on a card or per inquiry basis.

The payment plan for broadcasters is described as follows: "And what's so delightful to the station managers is that we pay a healthy $2 commission on each and every order that our tested five-minute E.T. brings on your station! . . . We'll then shoot you the tested five-minute E.T. that has the selling punch of that *New York Mirror* ad!"

BYMART-TINTAIR SPLURGES IN TV

BYMART-TINTAIR Inc., New York, is planning its biggest use of television since the time (1950-51) when it spent close to $4 million (via *Somerset Maugham Theatre* on both CBS-TV and NBC-TV) in its effort to make Tintair (dye) an overnight household word. Starting "within 30 days," Bymart-Tintair, which is looking for tv station availabilities for a spot campaign as well, hopes to be sponsoring a syndicated tv film program in at least 90 markets to introduce its newest product, identified thus far only as a shampoo.

Product Services Inc., its agency, currently is screening a number of film properties, and reportedly is seeking a program that would appeal particularly to the female viewers.

Agency spokesmen indicated that the client has sets aside a $1 million appropriation for the tv film program alone with an additional $800,000-plus set aside for the tv spot announcement campaign breaking about the first of the year also in 90 markets and for 39 weeks.

G&R Adds Two Partners

WILLIAM S. KINNEY Jr., a copywriter, and Henry R. Hallowell Jr., of the contract department, have been named partners in Gray & Rogers, Philadelphia advertising and public relations agency, enlarging the firm's ownership group to 14. Their appointment becomes effective Jan. 1 of next year.

Before joining Gray & Rogers in 1947, Mr. Kinney worked for Donahue & Coe agency, New York, the *New York Journal*

MR. KINNEY

MR. HALLOWELL

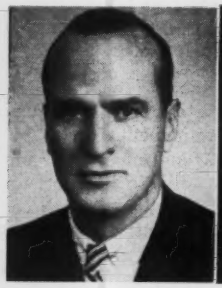
American, and H. M. Klingensmith Co., Canton, Ohio, agency.

Mr. Hallowell joined Gray & Rogers in 1951. Before that he was with Neal D. Ivey Co., a Philadelphia agency no longer in business.

RUTHRAUFF & RYAN ELECTS BEIRN PRES.

F. KENNETH BEIRN, executive vice president of Ruthrauff & Ryan, New York, was elected president of the agency last week, succeeding Robert M. Watson, who moved up to vice-chairman of the board.

Simultaneous with Mr. Beirn's election, the agency announced the completion of a two-year administrative streamlining, program "completely in tune with modern progressive management practices."



MR. BEIRN

MR. WATSON

Mr. Beirn joined Ruthrauff & Ryan about a year ago and before that served as president of Biow-Beirn-Toigo Inc. From the time he joined R&R, he has headed the agency's creative services activities. Before joining Biow, Mr. Beirn headed the New York office of Dancer-Fitzgerald-Sample. Before that he was with Grant Adv. and Pedlar-Ryan.

Census Heads May Drop Radio Ownership Query

RADIO set saturation in U. S. households has reached such a high point that it has been suggested the set ownership question be dropped from the Census Bureau's questionnaire for the 1960 nationwide census.

A. W. von Struve, public information officer of the Census Bureau, said this suggestion has been made to the American Statistical Assn.'s Census Advisory Committee, which advises the Census Bureau on the decennial census.

But the Census Bureau has made no decision on the radio set question, Mr. von Struve said, and the matter is still "wide open." He indicated that if leaders in the broadcasting industry are interested in retaining the radio set ownership query in the 1960 questionnaire, they should make their positions known to the Director of the Census. The final version of the 1960 questionnaire on population and housing will be completed next year.

There is no question that a similar question on tv set ownership will be asked in the 1960 census, Mr. von Struve said.

He explained that a proposed question to determine which households had am and fm radio sets was dropped from the 1950 census questionnaire on grounds people were not familiar enough with the differences in am and fm to give accurate information. In the past, the Census Bureau has dropped such questions as one concerning literacy on grounds there are few people nowadays who cannot read.

Mr. von Struve said the Census Bureau will welcome any suggestions regarding questions to be asked about radio set ownership—such as whether households have two or more sets—as a possible replacement for the question on whether there is a radio in the home.

The Census Bureau has made a special survey on multiple radio ownership, but the regular decennial census has not sought figures on multiple radio sets in the home, Mr. von Struve said.

NARTB represents the broadcast industry on the Council of Population and Housing Census Users, comprising users of census information and statistics from the various fields. This group makes suggestions to the Census Bureau on the questions to be asked in the census taken every 10 years.

BEER IN PHILADELPHIA TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL NETWORK INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Schlitz (J. Walter Thompson)	1	1	4	100
2.	Pabst (Leo Burnett)	2	1	5	87
3.	Miller (Mathisson)	(P)	1	2	8

PHILADELPHIA INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Ballantine (William Esty)	—	3	17½	255
2.	Schmidt (Al Paul Lefton)	—	3	15½	210
3.	Esslinger (J. Cunningham Cox)	—	1	10	189
4.	Pabst (Leo Burnett)	2	1	5	103
5.	Piel's (Young & Rubicam)	—	1	10	100
6.	Schlitz (J. Walter Thompson)	1	1	4	83
7.	Ortlieb (Samuel Taubman)	—	3	4½	80
8.	Stegmaier (McCann-Erickson)	—	1	5	35
9.	Miller (Mathisson)	(P)	1	2	7

(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending Sept. 14, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

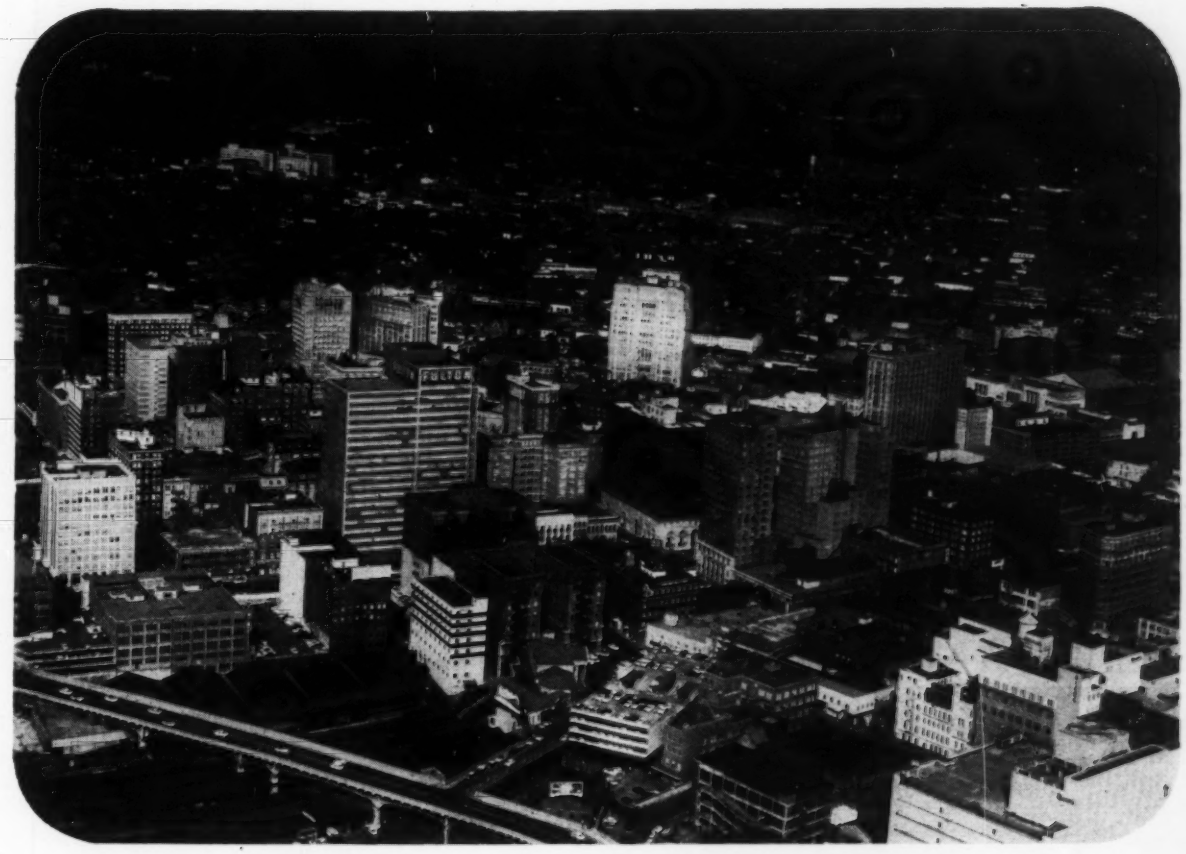
**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

Two Appointments by NL&B

APPOINTMENTS of Leonard Kent and Albert A. Klatt as vice president and director of its research and copy departments, respectively, have been announced by Needham, Louis & Brorby Inc., Chicago. Mr. Kent has been in charge of research since the resignation of Steuart H. Britt, and Mr. Klatt has been acting head of copy since the resignation of Curtis Berrien.

Thermo-Chef Names A&E

MICRO-MOISTURE Controls, for Thermo-Chef, has appointed Ashe & Englemore Adv., New York, to handle its advertising. Plans have been made to use participations on NBC-TV's *Today* and *Tonight* shows for approximately 60 markets. Campaign, starting Nov. 12, will run until the end of the month.



Don't wait 'till the front seats are gone... 1,000,000 people by 1961

You have heard it said that the South is America's last economic frontier. A region where great new consumer franchises can be built.

This is true. But as ever happens, late-comers seeking the promised land more often find that the frontier has vanished. Others are solidly entrenched at lesser cost and greater profit.

Already this picture takes shape in Atlanta. Population of the Metropolitan Area is now reliably put at 869,014. In less than five years it will surpass a million.

In 1961 what will be *your* competitive position in Atlanta? *What is it now?*

WSB Radio and WSB-TV invite you to share the rewards of this great and growing market's present and future. Put in your ground-floor claim on the South's largest radio and television audiences today.

• • • • •

WSB and WSB-TV are affiliates of The Atlanta Journal and Constitution. NBC affiliate. Representatives are Edw. Petry & Co.

Leadership is traditional . . .

wsb
wsb-tv
ATLANTA

"White Columns" is the home of WSB Radio and WSB-TV in Atlanta

TV NETWORK BUYS AND BUYERS

Top Ten Tv Network Advertisers in August 1956

1.	Westinghouse	$3,722,013
2.	Procter & Gamble	3,381,682
3.	General Motors	2,360,728
4.	Philco Corp.	2,271,418
5.	Sunbeam Corp.	1,493,638
6.	Colgate-Palmolive	1,485,490
7.	RCA	1,460,988
8.	American Home Prods.	1,260,927
9.	Gillette Co.	1,191,214
10.	General Foods	1,100,374

CONVENTIONS UPSET TOP 10 ADVERTISERS DURING AUGUST

POLITICAL convention sponsorship was responsible for a radical change in the makeup and ranking of the top 10 tv network advertisers for August of this year, according to a tabulation based on Publishers Information Bureau's computation of tv network gross billings.

Westinghouse Electric, with more than $3.7 million (sponsored conventions on CBS-TV), topped the listing. Procter & Gamble bought more than $3.3 million of network television time (gross), spending about a half million dollars more than in August of 1955.

The unusual totals for the top 10 advertisers, swelled by political convention timebuys, resulted in every one of the 10 spending more than $1.1 million. Four had an outlay of more than $2 million; seven of more than $1.4 million, with the other three well over $1 million. All the national advertisers which sponsored convention coverage on any one of the three tv networks appeared on the list. In addition to Westinghouse: General Motors (Oldsmobile Div. on NBC-TV); RCA (on NBC-TV); Sunbeam Corp. (on NBC-TV), and Philco Corp. (on ABC-TV).

It took big spending on the part of "regular" national advertisers to break into the list last August. P & G, Colgate-Palmolive, American Home Products, Gillette and General Foods all showed enough strength to appear in the listings. As a yardstick of the accelerated spending by convention sponsors: Philco in August of 1955 spent $168,035 in network tv, General Motors failed to make the top 10 grade that month, and Sunbeam bought only a little more than $165,000 of tv network time.

Network tv's gross billings in August this year were up some $12.3 million above the gross for that month a year ago. The January - through - August period showed billings about $57.4 million higher this year compared to last year.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR AUGUST AND JAN.-AUG. 1956, COMPARED TO 1955

	August 1956	Jan.-Aug. 1956	August 1955	Jan.-Aug. 1955
Agriculture & Farming	$ 59,126	$ 449,345	$	$ 39,690
Apparel, Footwear & Access.	279,048	1,974,053	194,028	2,154,709
Automotive, Auto Access. & Equip.	4,685,287	39,480,522	3,357,599	28,167,944
Aviation, Aviation Equip. Access.	....	....	17,055	76,395
Beer, Wine & Liquors	656,743	4,717,136	618,319	4,924,144
Building Materials & Supplies	117,550	2,175,782	51,420	724,255
Confectionery & Soft Drinks	377,325	5,984,974	122,468	4,700,753
Consumer Services	238,176	1,532,080	40,773	793,569
Drugs & Remedies	2,774,283	24,467,602	1,804,937	14,115,452
Entertainment	36,963	36,963	....	....
Food & Food Products	6,471,508	57,345,011	5,824,156	52,119,864
Gasoline, Lubricants & Other Fuels	323,283	2,787,156	399,057	3,095,294
Horticulture	2,784	211,185	....	109,669
Household Equipment & Supplies	6,380,014	23,653,144	2,378,548	20,049,290
Household Furnishings	111,630	2,050,796	28,690	1,660,190
Industrial Materials	742,849	6,507,739	363,505	4,427,404
Insurance	271,576	2,852,676	26,600	1,072,490
Jewelry, Optical Goods & Cameras	350,366	3,711,392	211,818	2,930,424
Office Equipment, Stationery & Writing Supplies	323,458	2,759,160	415,631	3,790,302
Political	3,140	8,435	....	....
Publishing & Media	299,533	1,024,306	68,396	486,742
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	4,176,259	8,567,226	422,892	5,581,053
Retail Stores & Direct by Mail	....	....	....	10,392
Smoking Materials	2,832,602	26,671,326	3,202,819	27,337,947
Soaps, Cleaners & Polishes	4,701,204	39,630,839	3,848,724	28,664,047
Sporting Goods & Toys	21,211	393,298	....	45,927
Toiletries & Toilet Goods	6,330,461	53,686,494	6,856,377	48,302,363
Travel, Hotels & Resorts	43,170	383,550	40,350	340,500
Miscellaneous	78,426	1,883,611	50,786	1,796,687
TOTALS	$42,687,975	$314,945,801	$30,344,948	$257,517,496

Source: Publisher's Information Bureau

LEADING ADVERTISERS BY PRODUCT GROUPS DURING AUGUST, 1956

Ralston Purina Co.	$ 43,776
Best Foods, Inc.	89,272
General Motors Corp.	2,314,051
Joseph Schlitz Brewing	204,060
Johns-Manville Corp.	58,314
Coca-Cola Co.	152,462
American Tel. & Tel.	238,176
American Home Prods.	1,170,722
Paramount Pictures Corp.	36,963
General Foods Corp.	1,100,374
Gulf Oil Corp.	216,180
Stern's Nurseries Inc.	2,784
Westinghouse Electric Corp.	3,722,013
Armstrong Cork Co.	82,725
Aluminum Co. of America	173,650
Prudential Insurance Co. of America	223,500
Eastman Kodak Co.	128,156
Gillette Co.	99,855
New York State Democratic Committee	3,140
Time Inc.	261,907
Philco Corp.	2,258,181
R. J. Reynolds Tob. Co.	779,243
Procter & Gamble Co.	3,089,479
Mattel, Inc.	21,211
Colgate-Palmolive Co.	1,164,384
Pan-Am. World Airways	43,170
Armour & Co.	52,973

KGW-TV

ABC-TV CHANNEL 8

PORTLAND, OREGON

Associated with KING Broadcasting Company, KING & KING-TV, Seattle

announces the appointment of

BLAIR-TV

as exclusive national representative

on-the-air date, December 17, 1956 · Video power 316,000 watts

PIONEER BROADCASTING COMPANY

Walter Wagstaff, *Manager, KGW-TV* John Pindell, *Sales Manager, KGW-TV*

Strengthen your Portland schedule NOW. Check KGW-TV availabilities with your nearest Blair-TV office:

NEW YORK	ST. LOUIS
CHICAGO	DALLAS
BOSTON	LOS ANGELES
DETROIT	SAN FRANCISCO
JACKSONVILLE	SEATTLE

MAKING final plans for The Hidden Treasure Show are (l to r) Messrs. Corbly, Clemons, Esau, Burke and Gericke. The show will be sponsored by the DAV.

DISABLED AMERICAN VETS WILL SPONSOR QUIZ SHOW

All home viewers will be eligible for money prizes on hour-long, once-monthly program by paying one dollar entrance fee. William Tell Productions to produce new series.

A NEW, hour-long, monthly quiz show in which all home viewers may compete for some $55,000 in prizes will start in February with Disabled American Veterans as sponsor, William Tell Productions, producer of the program, announced last week. Each program will be a complete contest, and any viewer may enter upon payment of a $1 entrance fee. The idea was granted clearance some months ago by the U. S. Post Office Dept., William Tell officials reported.

They said the program will be self-liquidating, through the requirement of the dollar entrance fee. The entrance fees will go to the DAV.

Originated by William Tell Productions President William T. Clemons and called *The Hidden Treasure Show*, the series is patterned after newspaper contests in which entrants determine the missing words to complete a series of sentences. In *Hidden Treasure*, the sentences will be known as "Songrams" and viewers will be given visual clues through the presentation of musical production numbers. A total of $55,000 in cash prizes will be awarded on the first show and the awards may subsequently go higher, spokesmen reported.

The program will be produced on film and officials said it will start simultaneously in a number of major cities. John Esau, one of the William Tell Productions vice presidents who worked out the sponsorship details with DAV last week, said more than 20 million entry blanks will be distributed prior to each telecast.

"The distribution," he said, "will be accomplished through large-space newspaper and magazine advertising which will commence two weeks prior to the showing of each *Hidden Treasure* show. Entry blanks also will be distributed through DAV chapters as well as by television stations in all areas where the program will be seen. These areas will include New York, Philadelphia, Detroit, Chicago, Cincinnati, Los Angeles, Washington, Baltimore, and Boston."

WTP Vice President Karl Gericke, who also took part in the DAV negotiations, said: "The production will be tops in quality and entertainment. We are engaging leading television, musical comedy and recording stars, the best of choreographers and the finest technical crew."

A total of 820 cash prizes will be awarded on the first show, according to WTP President Clemons, who said first prize will be $25,000; second prize $5,000, with eight $1,000 prizes and 810 additional awards totaling $17,000. "On subsequent programs," he added, "the prizes will be increased and, depending on viewer interest, $1 million could be given away on a single show."

Joseph Burke, national commander, and Vivian D. Corbly, national adjutant, represented DAV in the negotiations with Messrs. Clemons, Esau, and Gericke. DAV will use the program, according to officials, as an educational medium to acquaint the public with the needs of America's disabled veterans and with what DAV is doing to meet those needs. Said Comdr. Burke: "*The Hidden Treasure Show* will give us the opportunity to tell the DAV story on television and thus we will be able to reach many more disabled veterans who need help and guidance in their problems."

So. Calif. Tv Network Sold For Special Christmas Show

A LOS ANGELES regional advertiser which has built its business in two years to an estimated $8 million using chiefly tv is spending $100,000 Nov. 10 on a one-hour Christmas show, saturating all Southern California tv channels simultaneously for what is claimed to be the first time.

Riviera Convertible Sofa Bed Co., through George Patton Adv., Hollywood, has signed all seven Los Angeles tv stations, both San Diego outlets, both Bakersfield stations and KEYT (TV) Santa Barbara as a regional network for the program to be aired 11 p.m. to midnight to kick off the Christmas season. To be originated by KNXT (TV), Los Angeles, program will feature Art Linkletter, Hildegarde and others with David Rose orchestra. Large portion of commercials will be devoted to Community Chest. Riviera is using heavy spot tv and newspaper campaign to promote program.

Johnson & Lewis Advertising To Open Los Angeles Branch

JOHNSON & Lewis Advertising, San Francisco, will open a branch office in Los Angeles Thursday with Account Executive Fred Parke moving from San Francisco to become vice president and manager of the new office.

Robert Anderson has severed his partnership with Goodman-Anderson Advertising, Los Angeles, to become a vice president in the new branch of Johnson & Lewis. Among the accounts he takes with him is Nic-L-Silver Battery Co., Santa Ana, Calif., radio-tv advertiser. Mr. Parke said the new Los Angeles office primarily will service the Bank of America account in Southern California. The bank uses radio-tv.

Goodman-Anderson Advertising effective Thursday becomes Goodman Advertising, according to President Mort Goodman. Claire Koren continues as media director and time buyer.

C-P Co. Rearranges Agency Affiliations

COLGATE-PALMOLIVE Co., New York, last week rearranged its agency affiliations for some of its products.

Vel powder and liquid products, with an approximate $4.5 million advertising budget, goes to Lennen & Newell, New York, while its Aerated Shave Cream, Palmolive Rapid Shave, with an approximate $1.5 million budget, moves to Ted Bates & Co., New York, effective Jan. 1. Both Vel and Palmolive Rapid were formerly serviced by William Esty Co.

The company also named Norman Craig & Kummel, New York, to handle its Veto Deodorant account [B•T, Oct. 15], which has an advertising budget of nearly $1.5 million. Bryan Houston Inc., New York, had been the agency.

As a result of the shift, William Esty will no longer be handling any of the Colgate business.

The "blue chips" are buying FRONTIER

Sunshine Biscuits, Lever Brothers, Carter Products and other major national spot advertisers now sponsor FRONTIER in more than 70 markets. Produced by TV's incomparable Worthington Miner, FRONTIER (against Jack Benny) averaged a 22.9* on network television with a neatly balanced audience of 1.01 men, .98 women, and 1.04 children — 36% higher than the day-night average for all programs!** Take your cue from the nation's leading advertisers— inquire now about FRONTIER's 30 award-winning half-hour film programs for your market.

NBC Television Films

Programs for All Stations – All Sponsors

*Nielsen Television Index, Oct. '55 – Apr. '56 **ARB Viewers per set

DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC.

663 Fifth Ave. in New York; Merchandise Mart in Chicago; Taft Bldg. in Hollywood. In Canada: RCA Victor, 225 Mutual St., Toronto.

LUTHERANS FIND PAID-FOR TIME BEST ON RADIO

RADIO is a million dollar-plus ally of the Lutheran Laymen's League—$1.3 million to be precise.

For the past 24 years, the League has been implementing a policy of buying and selling on radio—buying time and selling religion to the peoples of the U. S. and 65 foreign countries. Its faith in the medium can best be underlined by its 1956-57 radio budget, which has been set at the record high of $1.3 million.

The League is now sponsoring the 24-year-old *The Lutheran Hour* (Sun., 1:30-2 p.m. EDT) on almost 600 Mutual stations and 60-odd NBC outlets, and rebroadcast in 65 overseas countries. Abroad the program is carried on all continents in 56 languages, with the League buying time on such commercial outlets as Radio Luxemburg, Radio Tangiers, and Radio Goa. In addition some 165 stations in the U. S. carry the program free, raising to about 1400 the total number of outlets carrying *The Lutheran Hour*.

DR. HOFFMAN

Dr. Oswald C. J. Hoffmann, public relations director for the Lutheran Church—Missouri Synod and principal speaker on *The Lutheran Hour*, last week detailed the history of the League as a commercial radio sponsor and explained the reasoning behind its activity in radio. At the outset, Dr. Hoffmann commented on the attitude of the National Council of the Churches of Christ in the U. S. A., which recently has called upon the NARTB and radio-tv stations to make "substantial provisions" for the broadcasting of religious programs free as a public service [B•T, Sept. 3]. Dr. Hoffmann says:

"Our experience in radio leads us to believe that the only effective presentation in the medium is to buy time. In order to obtain favorable time and thereby attain the required frequency to make messages meaningful, we feel it is best accomplished through paid time.

"Mind you, we are not opposed to free time for religious broadcasts. On the other hand, we feel broadcasters have the right to sell time. If an arrangement can be worked out to the satisfaction of the broadcasters and the religious body, I can see nothing wrong. I also feel that religious groups should not be denied the opportunity of buying time on radio, as has happened on some occasions, provided that the program to be presented does not smack of 'religious hucksterism.'"

Dr. Hoffmann reported that the Lutheran's Laymen League had difficulty obtaining radio facilities back in 1933 when *The Lutheran Hour* was launched on a small lineup of midwestern stations. He paid tribute to Mutual, which has carried the program since 1935, for arranging radio network coverage. He observed that the League was one of Mutual's first advertisers and the network saluted the League for its confidence in the new network on the occasion of MBS' 20th anniversary celebration last year.

The value that members of the Lutheran Church—Missouri Synod attach to the program is apparent by the method used to underwrite the $1.3 million expenditure for the upcoming year. Dr. Hoffman pointed out that up until 10 years ago costs were defrayed entirely through on-the-air solicitation. Then, members of the Lutheran's Laymen League decided to include costs of the program as part of local church budgets. In ever increasing numbers, churches have adopted this procedure and for this coming year, the budgets from the churches increased 26% over 1955, Dr. Hoffmann said. Though contributions still come in from listeners (though they are not directly solicited) Dr. Hoffmann estimates that less than 10% of the cost of the program will be underwritten by these funds.

Dr. Hoffmann reported that the $1.3 million budget will be sliced this way: $800,000 for time charges, $250,000 for production and another $250,000 for advertising and promotion.

National Publication Talked by 'NY Times'

Possibility contained in report by Daniel on paper's facsimile operations in San Francisco during Republican convention.

POSSIBILITY of publishing *The New York Times* as "a national newspaper" is raised in a report to *The Times*' management regarding a facsimile edition of the newspaper published in San Francisco during the Republican convention [B•T, Aug. 6].

The report, written by E. Clifton Daniel, Jr., coordinator of the facsimile operation, expressed the view that "1960 would seem a reasonable target date" for beginning publication of a national newspaper in various cities simultaneously. Mr. Daniel stressed in an interview with B•T that the report embodies his observations and recommendations to the newspaper's management and is not to be construed as reflecting the management's views.

The report termed the San Francisco experiment "successful" on the whole, though some technical improvements are indicated. Mr. Daniel observed there is "undoubtedly an appetite for more news on the West Coast and in other regions," adding "that appetite is not being satisfied by local newspapers, news magazines, radio and tv." He said many readers of the facsimile edition complained they could not get enough news from the San Francisco papers, and asked whether *The Times* could not publish every day on the West Coast.

The possibility of advertising in a national newspaper was touched upon in the report. Mr. Daniel noted that the I. Magnin store in San Francisco and Universal-International Studios in Hollywood expressed interest in the paper as an advertising medium. He pointed out that *The Wall Street Journal*, which is published simultaneously in five cities, appears daily in San Francisco "with a rich display of ads."

Mr. Daniel suggested that a national newspaper might employ one or all of several methods of production and delivery, such as photofacsimile transmission, automatic teletypesetting and high-speed delivery from New York by jet aircraft, "which probably will be in general use by domestic air-lines in 1960." He added that although it might be impossible to deliver a newspaper as large as *The New York Times* in vast quantities by any of these methods, consideration should be given to publishing a condensed version of the paper for wide distribution.

"The San Francisco experience," the report said, "suggests that an initial circulation increase of 100,000 might readily be obtained if the papers could be produced and delivered. That estimate, however, is pure guesswork, and should be the subject of exhaustive study, along with the questions of cost, advertising, production, distribution and editorial content."

The cost of producing the facsimile newspaper for five days in San Francisco was ap-

WAFB-TV, WBNS-TV Win In 'Millionaire' Promotion

WAFB-TV Baton Rouge, La. and WBNS-TV Columbus, Ohio, have been awarded $1,000 each in recognition of their summer promotion for the CBS-TV series *The Millionaire* by the sponsor, Colgate-Palmolive Co., New York, through its agency, Ted Bates & Co., same city. Another 10 stations received honor awards of $100 each.

Grace McElveen, WAAB-TV, and Barbara Haddox, WBNS-TV, were the individuals who earned the awards for the stations. Miss Haddox presented the money to the WBNS-TV Scholarship fund.

The $100 honor awards went to the following: James A. Buck, WISH-TV Indianapolis; Jack Ansell Jr., KNOE-TV Monroe, La.; Robert G. Patt, WCBS-TV New York; Don Kirkpatrick, KOSA-TV Odessa, Tex.; Chuck Olson, WREX-TV Rockford, Ill.; Doug Holcomb, WGBI (TV) Scranton, Pa.; Bill McClinton, WSTV (TV) Steubenville, Ohio; Robert Peel, WHEN-TV Syracuse, N. Y.; Pat Griffith, WTHI-TV Terre Haute, Ind., and Robert M. Adams, WTOP-TV Washington.

The LITTLE MAESTRO with the Long White Beard 5:30-9:00 A. M.
Maestro BILL BRAMHALL 12 Noon-3:00 P. M.
Maestro DON FROELICH 9:00-11:30 P. M.
Maestro JACK DENTON 3:00-6:00 P. M.
• KOSTELANETZ
• PERCY FAITH
MAESTROS and MUSICANA
• PERRY COMO
• ROSEMARY CLOONEY
• MONTOVANNI
• MITCH MILLER
Maestro TOM LAMBERT 6:30-9:00 P. M.

NOTHING NEW IN RADIO?
TAKE A LOOK AT MILWAUKEE!

MAESTROS AND MUSICANA is the most exciting development in radio in a decade. It has prompted audiences, advertisers and broadcasters everywhere to sit up and listen like never before.

The MAESTROS are five of Milwaukee's most talented and popular air personalities. Their special talents—their understanding and treatment of MUSICANA—have earned them a special title.

For MUSICANA is something special. It is as different a kind of music as Milwaukee has heard since the zither found its last resting place in the public museum. It is not Rock and Roll, repetitious Top Ten, Western, Polka or Longhair!

It is a carefully calculated blending of familiar instrumentals by the better bands and the popular, best-selling vocals of the top artists. It is the music which surveys, record sales and concerts throughout the country have demonstrated time and again is preferred by more people more often than any other.

When much of radio has deteriorated to the loose, trite and repetitious, WISN has established a programming concept rooted in freshness, timeliness, individuality and highly professional production. The result is a brand of radio as exclusive in Milwaukee as Lou Perini's Braves.

Reach the most people who do the most buying at the lowest cost per 1000 in Milwaukee! Reach them with MAESTROS AND MUSICANA on WISN.

DIAL 1150

WISN-RADIO
Edward Petry & Co., Inc.

MILWAUKEE'S FIRST STATION

BUILD YOUR OWN

With These 52 Thrilling

CRIME DOCTOR

BOSTON BLACKIE

THE LONE WOLF

ELLERY QUEEN

THE WHISTLER

BULLDOG DRUMMOND

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

711 FIFTH AVENUE, NEW YORK, N. Y.

MYSTERY THEATRE

First Run Feature Films

HOLLYWOOD MYSTERY PARADE

Give 'em what they want! Mysteries are best sellers in books and magazines . . . big box office in motion pictures and on Broadway . . . and tops on TV! This unique package offers you not just ordinary mysteries, but includes the most famous of all fictional sleuths . . . portrayed by top Hollywood stars . . . *IN FEATURE LENGTH FILMS!*

You can't beat this great combination for capturing top TV ratings and more satisfied sponsors. Availabilities will be snapped up fast . . . don't waste a minute!

PHONE TODAY . . . BE ON THE AIR TOMORROW!

IN THE EAST	IN THE MIDWEST	IN THE SOUTH	IN THE FAR WEST	IN CANADA
Ben Colman	Henry Gillespie	Frank Browne	Richard Dinsmore	Lloyd Burns
Plaza 1-4432	Franklyn 2-3696	Emerson 2450	Hollywood 2-3111	Empire 3-4096
New York, N. Y.	Chicago, Ill.	Dallas, Texas	Hollywood, Cal.	Toronto, Can.

proximately $75,000. Circulation ranged from 16,000 to 19,000 daily, with the first day's newspaper totaling eight pages and the others 10 pages. No advertising was carried.

Mr. Daniel reported that a few of the problems of using facsimile in publishing a large daily newspaper were the time element, in that considerable handling is involved in the operation, even though transmission is speedy; suitable printing and engraving plants are difficult to obtain; the cost of transmission, and of facsimile equipment.

Among the news media that manifested "considerable interest" in the facsimile operation, Mr. Daniel said, were *Time, The Wall Street Journal,* and Fairchild Publications.

The actual operation in San Francisco was summarized as follows: *The Times* newsmen transmitted thir stories by conventional methods to New York, where they were edited and pages were made up for the facsimile edition. Proofs were rushed to The Times Facsimile Corp.'s plant in New York, where they were taped on the transmitter drum, two at a time. Two transmitters in New York and two recorders in San Francisco were used in alternation.

Using the microwave relay system of AT&T, it took about one hour to transmit the required number of pages. The pages of the facsimile edition were received in San Francisco in the form of film negatives the size of newspaper pages. The film negatives were sent to photoengravers who initially made photo-negatives and then zinc etchings. Matrices were made from the engravings and curved plates were made from the mats for use on a rotary press.

LATEST RATINGS

TOP TV SHOWS (2 WEEKS ENDING SEPT. 22)

NIELSEN

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	† Total Audience Tv Homes Reached (000)
1.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	165	Sun., 8-9	17,304
2.	$64,000 Question	Revelon	BBDO	CBS	172	Tues., 10-10:30	15,419
3.	Disneyland	American Motors	Geyer & Brooks, Smith, French & Dorrance	ABC	176	Wed., 7:30-8:30	13,911
		American Dairy Derby Foods	Campbell-Mithun McCann-Erickson				
4.	Perry Como Show	Gold Seal Kimberly-Clarke Noxsema	Campbell-Mithun Foote, Cone & Belding Sullivan, Stauffer, Colwell & Bayles	NBC	127	Sat., 8-9	13,195
		Sunbeam RCA S&H Green Stamps	Perrin-Paus Kenyon & Eckhardt Sullivan, Stauffer, Colwell & Bayles				
5.	Producers' Showcase	RCA & Whirlpool	Kenyon & Eckhardt	NBC	99	Mon., 8-9:30	12,743
6.	Robert Montgomery Presents	Buick S. C. Johnson Schick	Kudner Needham, Louis & Brorby Warwick & Legler	NBC	101	Mon., 9:30-10:30	12,630
7.	I've Got A Secret	R. J. Reynolds	Wm. Esty	CBS	179	Wed., 9:30-10	12,516
8.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	146	Sat., 10-10:30	12,366
9.	Climax	Chrysler Corp.	McCann-Erickson	CBS	174	Thurs., 8:30-9:30	12,026
10.	Private Secretary	American Tobacco Co.	BBDO	CBS	174	Sun., 7:30-8	11,499

Rank	‡ Average Audience Tv Homes Reached (000)
1.	Ed Sulivan Show 14,326
2.	$64,000 Question 14,251
3.	I've Got A Secret 11,649
4.	Gunsmoke 11,423
5.	Disneyland 10,368
6.	Ford Theatre 10,179
7.	Robert Montgomery Presents 10,066
8.	G E Theatre 10,028
9.	$64,000 Challenge 9,877
10.	What's My Line 9,840

	* Total Audience % Tv Homes Reached
1.	Ed Sullivan Show 47.3
2.	$64,000 Question 41.7
3.	Disneyland 37.8
4.	Perry Como Show 36.6
5.	Producers Showcase 35.7
6.	Robert Montgomery Presents 35.5
7.	I've Got A Secret 34.5
8.	Gunsmoke 34.3
9.	Climax 32.9
10.	Lawrence Welk Show 31.7

	* Average Audience % Tv Homes Reached
1.	Ed Sullivan Show 39.1
2.	$64,000 Question 38.5
3.	I've Got A Secret 32.1
4.	Gunsmoke 31.7
5.	What's My Line 29.1
6.	Robert Montgomery Presents 28.3
7.	Disneyland 28.2
8.	Ford Theatre 28.0
9.	G E Theatre 27.7
10.	$64,000 Challenge 27.7

[Details on programs in preceding three tables, but not listed in top table]

Ford Theatre	Ford Motor Co.	J. Walter Thompson	NBC	156	Thurs., 9:30-10
G E Theatre	General Electric	BBDO	CBS	148	Sun., 9-9:30
$64,000 Challenge	P. Lorillard Revelon	Young & Rubicam C. J. LaRoche	CBS	113	Sun., 10-10:30
What's My Line	Jules Montenier Remington Rand	Earle Ludgin Young & Rubicam	CBS	87	Sun., 10:30-11
Lawrence Welk Show	Dodge Div. of Chrysler	Grant Adv.	ABC	195	Sat., 9-10

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.
* Percented ratings are based on tv homes within reach of station facilities used by each program.

Biggest Bulova Drive Begins

BULOVA Watch Co., Flushing, N. Y., last week launched what it said would be the biggest advertising campaign in its history as it lined up 274 tv stations to carry spot announcements for its new "First Lady" 23-jewel, 18 karat gold women's watches. Originally "sneak-previewed" on Oct. 20's *Jackie Gleason Show* (CBS-TV, Saturdays, 8-9 p.m. EST), the campaign last week moved into spot announcements on a national and dealer co-op basis on both radio-tv. To be seen for the duration of the campaign on the Gleason show, it's been estimated by Bulova officials that over 30 million viewers will be reached daily by spot tv, while 42 million (in 173 markets) will see the ads on the Gleason programs.

Pontiac CBS Buy Confirmed

PONTIAC Motor Div. of General Motors Corp., last week confirmed earlier reports [B•T, Sept. 10] that it would purchase time in four CBS Radio programs to introduce its 1957 model cars. CBS Radio Sales Vice President John Karol announced that the auto-maker, effective Nov. 7, would buy participations in the *Galen Drake Show, Mitch Miller Show, Robert Q. Lewis Show* and the *Amos 'n' Andy* program. Agency: MacManus, John & Adams Inc., Bloomfield Hills, Mich.

North American Philips Signs To Sponsor Olympics on Radio

IN ITS first use of network radio, North American Philips Co. (Norelco shavers and other products), N. Y., has signed to sponsor a special 17-day series of 1956 Olympic game broadcasts from Australia on NBC Radio, starting Nov. 22 and ending Dec. 8. The agency is C. J. La Roche Co., New York.

The transaction was jointly announced last week by P. C. Weinseimer Jr., vice president of North American Philips and William K. McDaniel, vice president, NBC Radio Network Sales. The series, called *Olympics '56,* will consist of 47 five-minute programs and will feature on-the-spot coverage of the competitive events, as well as interviews with Olympic officials and participants. Among the newsmen who will be covering the Olympics events for NBC Radio are Bill Henry, Jesse Abramson, Jim Simpson and Lindsey Nelson.

CBS Radio has announced plans to cover the Olympics from Nov. 24 to Dec. 8 but has not lined up a sponsor or formulated a specific broadcast schedule. Mutual and ABC Radio spokesmen reported they have not finalized their coverage plans.

The Australian Olympics committee is in the process of providing filmed coverage of the games to stations on a syndicated basis. Restrictions imposed by the committee have blocked plans thus far for network and station coverage.

Another Woman Is Late

WITH last week's postponement, the second in two months, for its *Most Beautiful Girl in The World* quiz game, Revlon Products Inc. seems to have come up in effect with a teaser campaign.

Originally scheduled for premiere showing in September, Revlon found that *Most Beautiful Girl* wasn't quite ready for its coming-out party, and filled its committed Monday, 9-9:30 p.m. time slot with re-runs of *Medic.* At the time, Revlon and NBC announced the show would get under way Oct. 22. The latest snarl occurred when Revlon realized that its Nov. 5 program probably would be pre-empted by last minute campaign oratory and, according to Advertising Manager Bill Mandell, "It wouldn't look good if we started off with two weeks, only to be off for the two weeks following." (*Producers' Showcase's* "Jack and the Beanstalk" is scheduled Nov. 12.) *Most Beautiful Girl* may now debut Nov. 19.

Score Another Round for WAFB-TV Promotion!

WAFB-TV, Baton Rouge Wins "Millionare" Contest

Of four national television promotion contests conducted in the last 18 months, WAFB-TV has won first place in three of them. (And we think we'd have won the other one, if our Promotion Director, Grace McElveen, hadn't been on a cruise she won in the second contest, when the third contest came up.) Look at this recent record:

1. **First place winner in "Lucy Show" competition with a double first prize for special merchandising job.**
2. **First place in Screen Gems, Inc. contest on program promotion.**
3. **Finished in "top four" in promotion contest sponsored by "Frank Leahy and His Football Forecasts."**
4. **WAFB-TV's only entry won second place in 1956 Billboard promotion contest for "network programs."**

AND NOW

5. **Colgate-Palmolive Company conducted a nation-wide contest among CBS television stations to stimulate interest in "The Millionaire." Once again WAFB-TV's unique superiority in merchandising won first place. Such extra support pays off in extra ratings on WAFB-TV (see below).**

All this, and Ratings, too!

WAFB-TV has overwhelming viewer preference in Louisiana's State Capital. According to latest Telepulse, WAFB-TV has a leadership of nearly five to one, is first in 347 quarter hours to 78 for Station B.

WAFB-TV

Affiliated with WAFB-AM-FM
CBS-ABC 200,000 Watts
Reps: Blair Television Associates

"First in TV in Baton Rouge"

. . . there's really BIG NEWS in Baltimore radio!

CBS goes WCBM!

. . . it's *welcome news* to advertisers now on WCBM.

. . . it's *important news* to all advertisers planning a radio schedule in the burgeoning Baltimore market!

. . . now, with programming from the Columbia Broadcasting System, WCBM is an even better "buy" in Baltimore!

. . . the latest surveys* prove our point. Get the facts today . . . direct or from our representatives!

*1st or 2nd in 146 out of 212 ½-hour rating periods 1st—104 times, 2nd—42 times

WCBM

CBS RADIO AFFILIATE
10,000 WATTS ON 680 K. C.
BALTIMORE 13, MD.

Exclusive National Representatives THE BOLLING COMPANY, INC.

ABC Reports $2.6 Million 'Breakfast Club' Billings

APPROXIMATELY $2.6 million in gross total billings has been committed to ABC Radio's segmented *Breakfast Club* (Monday-Friday, 9-10 a.m), it was noted last week as additional new and renewed business was placed on the books.

Latest sponsor was Frito Co. (Fritos), Dallas, which signed for three participations weekly for 13 weeks, starting next February. Agency: Tracy-Locke, Dallas. Also newly-signed to the program and announced last week by George Comtois, ABC Radio's national sales manager: Beltone Hearing Aid Co., Chicago, through Olian & Bronner, same city, for unspecified number of segments starting Dec. 6; Dromedary Co. (Div. of National Biscuit Co.), through Lennen & Newell, New York, varying segments starting Nov. 1 in behalf of Dromedary dates and specialties; Duffy-Mott Co. (Sunsweet prune juice and cooked prunes), via Young & Rubicam, New York, for two segments weekly beginning Jan. 1, and Chas. Pfizer & Co. (for its agricultural division's products), New York, through Leo Burnett Co., Chicago, for a segment daily beginning Nov. 12.

Renewals on *Breakfast Club:* Bristol-Myers Co., New York, through Young & Rubicam, New York, three segments weekly starting Nov. 5, for Sal Hepatica, and three segments weekly starting today (Monday) for Bufferin; John Morrell & Co., Chicago (Red Heart dog food), via Campbell-Mithun, same city, one segment daily, beginning today (Monday).

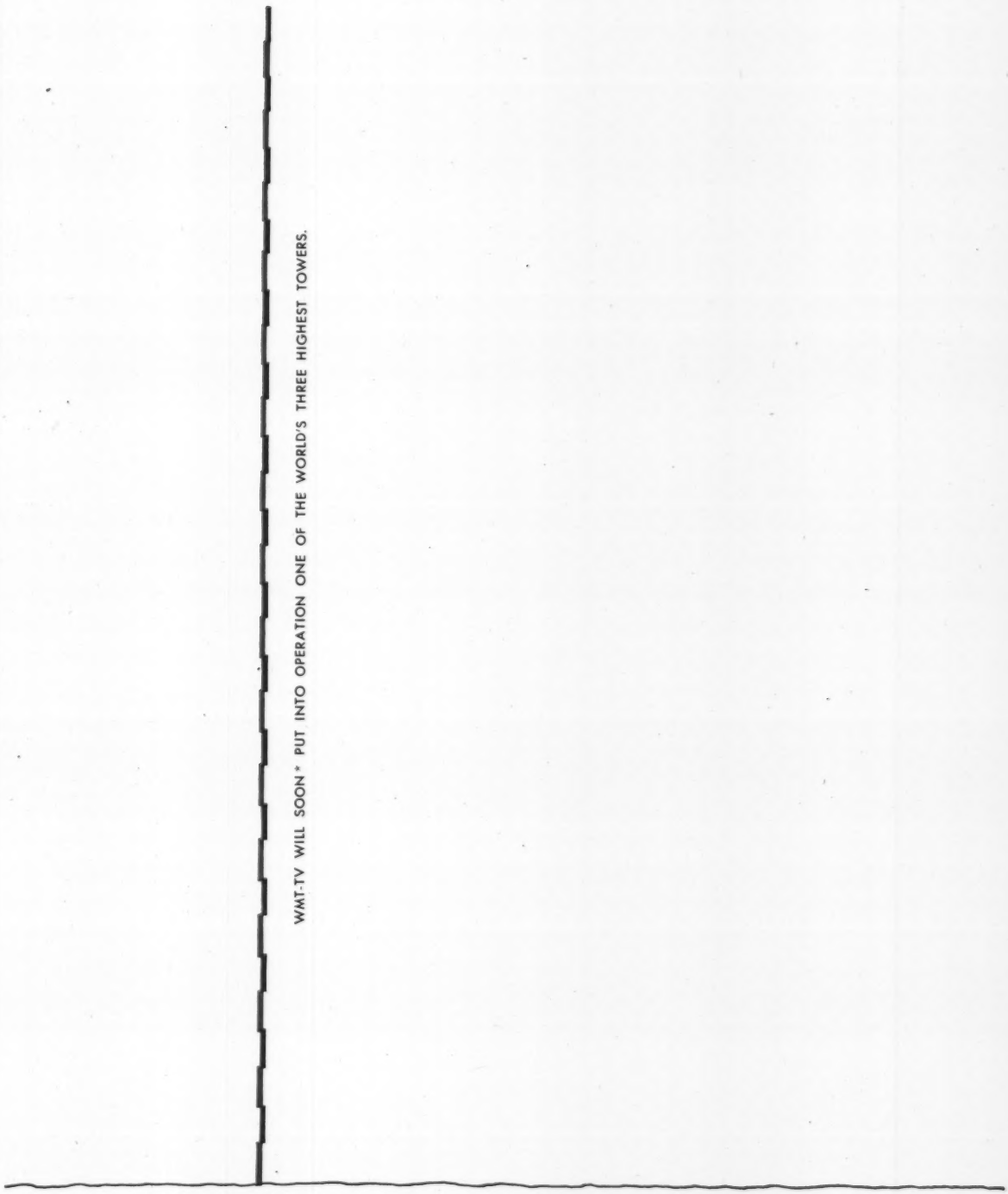
In other morning program buys, Dromedary picked up segments in *My True Story* (Monday-Friday, 10-10:30 a.m.) and Magic Matching Thread Co., Bridgeport, Conn., which bought a segment weekly on the program, through Curtis Adv., New York, effective Oct. 19, is using network radio for the first time. According to Mr. Comtois, the new and renewed business covers more than 300 segments in the network's morning programming block.

Chicago Dairy to Use Radio For Its 100th Anniversary

SIDNEY WANZER & SONS, Chicago dairy, which has been a traditional print advertiser for years, will utilize radio for the first time in its history early next year to point up its 100th anniversary.

The company plans a saturation announcement campaign on three local stations as part of an estimated $125,000 advertising program starting about the second week of January, it was reported. Approximately 40 spots will be aired weekly for the first 13 weeks.

Wanzer currently sponsors a segment of Clint Youle's weather program nightly on WNBQ (TV) Chicago, its only tv property, and was reported to have turned to radio to obtain more advertising frequency. Commercials will include jingles and by-products (milk, etc.) pitches tied in with the anniversary theme. Agency is George H. Hartman Co., Chicago.



People watch programs, not towers. *Without* the new tower the last Pulse showed that 15 of the top 15 once-a-week shows are on WMT-TV, 10 of the top 10 multi-weekly shows are on WMT-TV. The 25-county Area Pulse showed WMT-TV first in share of audience, with 418 out of a possible 461 quarter-hour firsts. Separate reports for 3 of Iowa's 6 largest markets show WMT-TV the overwhelming favorite in each. *With* the new tower it will be easier than ever to watch WMT-TV's programs.

WMT-TV • CBS for Eastern Iowa • Mail address: Cedar Rapids • National representatives: The Katz Agency

* *Target date: December*

Motorola Realigns Ad Dept.

REALIGMENT of the advertising department at Motorola Inc., Chicago, was announced last week, with the appointment of Bob Van Brundt, former national sales manager, as manager of television advertising and sales promotion, and Peter H. Whelen, present sales promotion manager, as manager of radio advertising and sales promotion. Appointments were announced by Harold J. McCormick, Motorola advertising and sales promotion director, as a move toward a "greater degree of specialization by products." Both Messrs. Van Brundt and Whelen will be responsible for national advertising and other activities and report to Mr. McCormick and radio tv sales managers. George Mahoney becomes manager of advertising services.

Newman Firm Joins Ad Fried

THE Louise Newman Adv. Agency, Oakland, Calif., has merged with Ad Fried & Assoc., also Oakland, according to Ad Fried, president of the enlarged firm which retains his name. Mrs. Newman, before opening her own agency, had been assistant promotion manager of King Feature Syndicate, New York, business management consultant and director of advertising for several industrial firms. The merger marks the beginning of a planned expansion of the 15-year-old Fried organization.

NETWORK NEW BUSINESS

Oldsmobile Dealers signed for one-shot *1957 Rocket Revue* on ABC-TV (Nov. 8, 8:30-9 p.m. EST) promoting new Oldsmobile models. John Daly will host and Bill Hayes will be "singing master of ceremonies." Agency: D. P. Brother, N. Y. and Detroit.

Chrysler Corp., Detroit, to sponsor annual Thanksgiving Day Parade of J. L. Hudson Co., Detroit, over ABC-TV, Nov. 22 (10:15-11 a.m. EST). Agency: McCann-Erickson, N. Y.

SPOT RENEWAL

John H. Breck Inc. (hair preparations), Springfield, Mass., through H. B. Humphrey, Alley & Richards, N. Y., renews participations in NBC-TV's *Matinee Theatre* (Mon.-Fri., 3-4 p.m. EST) for 52 weeks, effective Nov. 2.

AGENCY APPOINTMENT

Dole-Hawaiian Pineapple Co., Honolulu, appoints Foote, Cone & Belding, S. F., for its new products division. FC&B will launch radio-tv spot drive shortly to introduce line of frozen fruit juice concentrates.

Madera Bonded Wine & Liquor Co. (Mt. Zion wine), Baltimore, appoints Applestein, Levingstein & Golnick Adv., same city. **National Health Aids,** Baltimore, also to AL&G.

Briffs Mfg. Co. (plumbing fixtures), Detroit, renames MacManus, John & Adams, Bloomfield Hills, Mich., effective Jan. 1, 1957.

J. Strickland & Co., Memphis, Tenn., appoints Noble-Dury & Assoc., Nashville agency, for Royal Crown hair dressing and cosmetics.

Yuk-a-Puk Farms Inc., N. Y., appoints M. M. Fisher Assoc., Chicago, to handle advertising. Company is owned by Morey Amsterdam, radio-tv-night club entertainer.

A&A PEOPLE

Marshall C. Lewis, account executive at Marsteller, Rickard, Gebhardt & Reed Inc., Chicago, elected vice president and transferred to agency's N. Y. office.

Charles A. Conrad, account executive and assistant to president, Ruthrauff & Ryan Inc. N. Y., to Dancer-Fitzgerald-Sample Inc., same city, as account executive.

Charles H. Weissner Jr., account executive, J. Walter Thompson Co., N. Y., to Sullivan, Stauffer, Colwell & Bayles, same city, in similar capacity.

Robert R. Glenn, N. W. Ayer, Detroit, and **Charles E. Spungin** to R. Jack Scott Inc., Chicago, as account executives.

Mort Reiner and **Leo La Montagne,** on staff of Product Services Inc., N. Y., promoted to timebuyers.

Anthony Rocco, former local sales manager, WGR Buffalo, to Barber & Drullard Inc., Buffalo agent, as head of new radio-tv department.

Richard P. Prezebel, formerly art director at Potts, Woodbury Inc., Kansas City, Mo., to Compton Adv., Chicago, in similar capacity.

Alan Hahn promoted to radio-tv copy director, Joseph Katz Co., N. Y.

Robert A. Berman, tv director at R. Jack Scott Inc., Chicago, to Olian & Bronner Inc., same city, in similar capacity.

Ronald Schwartz to George Burtt Adv., Hollywood.

George J. Hoag, formerly with Procter & Gamble, appointed merchandising director at Wherry, Baker & Tilden, Chicago.

Jonathan Yost, west coast director, radio-television, Doyle Dane Bernbach, to Ted Bates, Hollywood, as television producer.

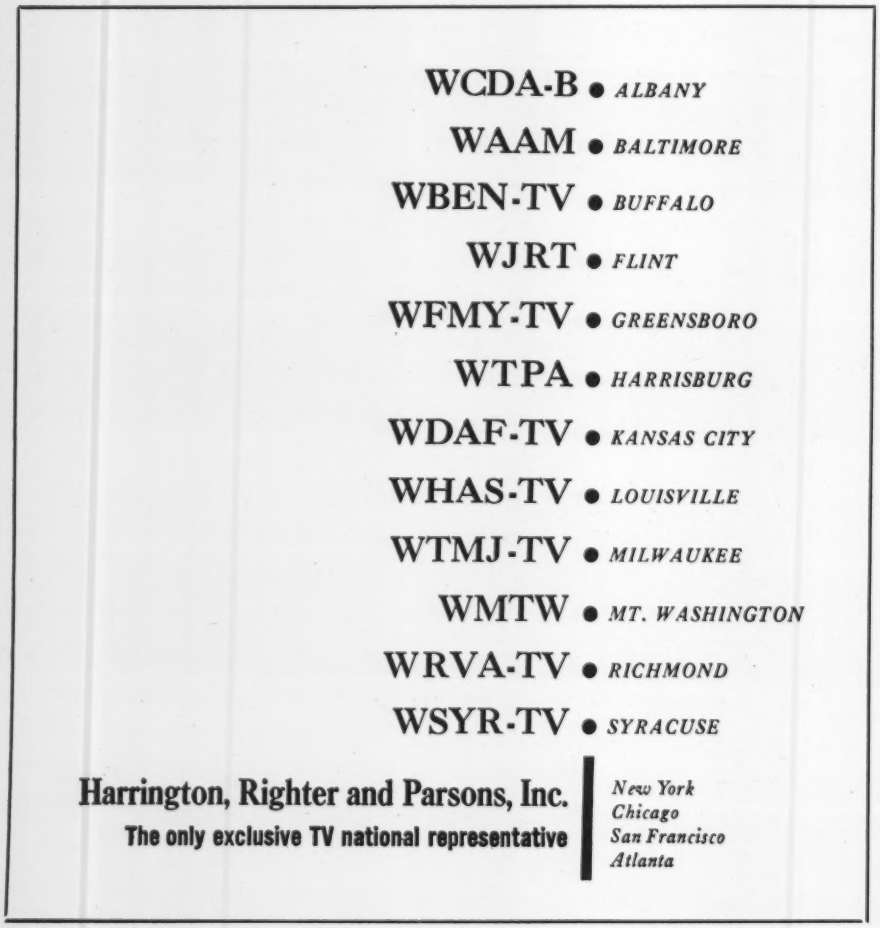
Sylvia Dowling, tv copy supervisor, Sullivan, Stauffer, Colwell & Bayles, N. Y., appointed senior copywriter, Benton & Bowles, N. Y.

Arthur A. Simon, formerly in marketing services division of Dun & Bradstreet Inc., named market research director at Tatham-Laird Inc., Chicago.

Edward Simon, formerly with Kenyon & Eckhardt, N. Y., to Bryan Houston, N. Y., in research department.

Thomas L. Hughes Jr., M. H. Hackett Co., N. Y., senior copy writer, to Paris & Peart Inc., same city, as associate copy director.

Ruth Reynolds, H. W. Kastor & Sons, Chicago, to copy staff, North Adv. Inc., same city.



Look at these results: WBZ-TV TRIPLES RATINGS OVER PREVIOUS MONTH WITH WARNER FEATURES & POPEYES!

WBZ 4 TV

1170 SOLDIERS FIELD ROAD, BOSTON 34, MASSACHUSETTS • ALGONQUIN 4-5670

October 17, 1956

Mr. Bob Rich
Associated Artists Productions, Inc.
345 Madison Avenue
New York 17, N. Y.

Dear Bob:

This is the kind of letter I really enjoy writing. Our new "Boston Movietime" program featuring those wonderful Popeye cartoons and "First Time on TV" Warner Bros. features more than tripled our ratings in September over those of August. The ARB average in the Monday-Friday period (4:45-6:45 PM) leaped from a 4.3 up to 13.7!

What's more, the very first time out, "Boston Movietime" beat "Mickey Mouse Club" which runs against us for an hour in this period. Last month we pulled a 4.5 against a 15.7 for the hour. But look what happened with "Boston Movietime" — we got a 14.5 to the opposition's 12.6.

Yes, Popeye and Warner Bros. features have changed the viewing habit here in Boston and New England. Families push their supper time back a little to enjoy this excellent television fare. And the audience composition is something, too. "Boston Movietime" now boasts of an audience of 26% men, 41% women, and 33% children!

In one week, the program drew 33,383 letters and postcards. And needless to say, we're completely sold out.

Of course, we knew these pictures were great. And we backed them with a fine host, Alan Dary, and the biggest promotional campaign to hit New England. Wrapped all together, AAP's wonderful pictures produced these sensational results.

The future? "Boston Movietime" is growing every day. And as the season advances, we are confident these ratings will go even higher. We, and our sponsors, couldn't be happier.

Best regards,

F. A. Tooke

F. A. Tooke
General Manager

"THE PETRIFIED FOREST"

"THE SANTA FE TRAIL"

"SHINE ON HARVEST MOON"

"THE STORY OF LOUIS PASTEUR"

"CONFIDENTIAL AGENT"

Capture the Audience in YOUR MARKET with WARNER BROS. HITS and POPEYE cartoons

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NEW PRM DIVISION HEADED BY STARK

NEW division of PRM Inc. has been established with a $5 million allocation as a combination entertainment-investment company to function in motion pictures, television and other theatrical enterprises, it was announced jointly last week by Louis Hessler, PRM board chairman, and Eliot Hyman, president of Associated Artists Productions, New York, a PRM subsidiary.

Plans for the venture, disclosed in Hollywood, were accompanied by the announcement that Ray Stark has been named to head the new division. Mr. Stark has resigned as vice president of Famous Artists Corp. and has been appointed vice president in charge of the west coast division of PRM and executive in charge of production for AAP.

Mr. Stark said the new division will finance, develop, create and package motion pictures, television programs and other theatrical enterprises and will puchase interests in other production companies and in the contracts of top entertainment personalities. It also plans to participate in co-production ventures.

The new unit, according to Mr. Stark, will be worldwide in scope. Offices shortly will be opened in London and Rome.

The ABC of paid circulation

The surest barometer of reader acceptance of any publication is its *paid* circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis*. Thus, if reader interest is not sustained, paid circulation is promptly affected.

Broadcasting • Telecasting for the past 12 months averaged a *paid* weekly circulation of 17,030. This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation in four months than the combined annual paid of all other vertical magazines in this field.

B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 25 years of loyal readership and *paid* circulation to back it up.

AUDITED PAID CIRCULATION ABC

Benson Appointed by TPA As Merchandising Director

APPOINTMENT of Murray Benson, formerly with Stone Assoc., as director of merchandising for Television Programs of America, effective today (Monday), was announced last week by Milton A. Gordon, TPA president.

MR. BENSON

Mr. Gordon also announced that TPA now will handle all licensing and merchandising directly, instead of through Stone Assoc., which has filled this function for the company since March 1955. The change in merchandising procedure, he said, was necessitated by "the volume of activity which now requires a complete merchandising-licensing-premium department within TPA itself."

Loew's Stock Remains Stable Despite Fight Control Threat

THREAT of a proxy fight for control of Loew's Inc. before next Feb.'s annual meeting loomed last week with two distinct groups of stockholders reported to be preparing for a show-down. Despite the proxy threat, prices of Loew's common stock on the New York Stock Exchange remained stable, closing at 19¼ last Monday and again on Thursday. Groups said to be opposed to the policies of the present managements consist of share-holders representing individuals and foundations and another consisting of banker-supervised trusts and estates.

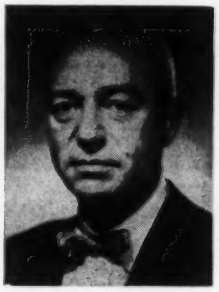
The company has been more active in tv in recent months, leasing its Metro-Goldwyn-Mayer library of feature films to stations as well as having purchased a minority stock interest in KTTV (TV) Los Angeles and KTVR (TV) Denver. The company also owns WMGM New York.

Minot Back in Film Business

MINOT TV Inc., New York, has been reactivated as a tv film distribution company by Charles M. Amory, president. Offices have been established at 120 E. 56th St., New York 22, telephone: Plaza 1-5090.

LEVITT TO HEAD NBC SUBSIDIARY

ROBERT D. LEVITT, vice president and general manager, California National Productions Inc., has been named chief executive officer of the NBC subsidiary, Charles R. Denny, NBC executive vice president in charge of operations, announced last week.



MR. LEVITT

Mr. Levitt succeeds Alan W. Livingston, former president of CNP, recently named head of NBC-TV programs originating on the West Coast, a post vacated by the resignation of Frederick Wile [B•T, Oct. 15].

In announcing Mr. Levitt's appointment Mr. Denny said the title of president has been dropped from California National Productions, and that Mr. Levitt will remain at the subsidiary's New York headquarters.

WOR-TV First to Purchase Screen Gems Mystery Parade

FIRST SALE of Screen Gems' new "Hollywood Mystery Parade" package of 52 mystery features to WOR-TV New York was announced last week by Robert Salk, director of sales for Screen Gems. The package was released last week to the company's sales force for distribution to stations throughout the country.

The feature films, produced during the mid-forties, never before have been shown on tv. Titles include "Boston Blackie," "Bulldog Drummond," "Crime Doctor," "Ellery Queen," "The Lone Wolf" and "The Whistler."

"We are releasing 'Hollywood Mystery Parade' at this time," Mr. Salk said, "because personal requests from broadcasters and detailed surveys conducted by our own organization have convinced us that the demand for mystery fare by tv audiences throughout the country is at a peak . . . all of the mysteries included in 'Hollywood Mystery Parade' have been or still are successful television or radio programs."

Negotiations for sale of the package to WOR-TV were conducted by Mr. Salk and S. L. Adler for Screen Gems and Milford Fenster for WOR-TV. It is expected that the station will incorporate the package into its late evening programming.

Mowery to Loew's Sales

PAUL MOWERY, who has his own consulting firm, has been retained by Loew's Inc.'s tv division for a special sales assignment in the Midwest, according to Charles C. (Bud) Barry, vice president in charge of tv. Mr. Mowery will headquarter in MGM-Tv's New York offices. He formerly was in executive capacities with ABC and CBS.

In the city of Providence, there's a powerful TV station. It's a *friendly* station and everyone loves it. Viewers love it because it brings them the *programs* they want. Sponsors love it because it brings them the *results* they want.

Get the whole impressive story from WEED Television or directly from WJAR-TV, Providence, R. I.

WJAR-TV
CHANNEL
10
PROVIDENCE
RHODE ISLAND

NBC

NBC Basic — ABC Supplementary

Because tricks are

Easy to do on film, too!

Stunts that put life in your shows come off right. No chance of "fluff" or "goof." And you know *in advance* how your audience will react . . . know because you can shoot, edit and pre-test to your heart's content. Costs are low, too, when you use dependable **EASTMAN FILM.**

such treats!

For complete information—type of film to use, latest processing technics—write to

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East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. GERMAN, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Be sure to shoot IN COLOR . . . You'll be glad you did.

Reynolds, NBC Sign Pact For Overseas Productions

INDEPENDENT tv film and motion picture producer Sheldon Reynolds (creator of the *Foreign Intrigue* series) has signed an agreement with NBC calling for his personal services and the facilities of his firm, Sheldon Reynolds Productions Inc., Paris and Stockholm, in the development of filmed properties for the network.

Announcement of the agreement was made last week by Thomas A. McAvity, NBC executive vice president of television programs and sales, who said the Reynolds firm will begin work on three adventure series and a situation comedy for the network—all to be filmed on location in Europe. The contract provides for Mr. Reynolds' personal services as advisor on all foreign NBC productions.

Mr. Reynolds also is currently producing a new Milton Berle film series for showing on NBC.

Nelson Predicts Network Emphasis on Filmed Programs

CHANGES in tv network structure resulting in a heavier emphasis on filmed programs were predicted by Raymond E. Nelson, vice president and general manager of the NTA Film Network in a talk Thursday before the Metropolitan Advertising Men's Club in New York.

Mr. Nelson indicated the cost of the coaxial cable, needed to bring live programming to connected stations, is high and is "unsuited to the realities of tv in the 1950's." He claimed there is about five times as much film on networks and stations as there are live shows, adding that this proves that "stations have become less dependent on the kind of shows necessitating linkage of stations." He voiced the belief that the network trend would be in the direction of film with wire interconnection confined to special telecasts.

Mr. Nelson heads the NTA Film Network, which launched operations on Oct. 15 and currently provides one and one-half hours a week of feature film programming to more than a hundred stations. He told the advertising group that expansion plans for the film network currently are in the blueprint stage.

Goetz Utilizes SG Funds For Independent Producers

HOLLYWOOD film producer William Goetz, whose independent film productions are released through Columbia Pictures Corp., plans to enter tv through a Columbia subsidiary, Screen Gems Inc., SG Vice President and General Manager Ralph Cohn, announced last week.

As the first of the new series to be produced independently under the Screen Gems banner (and the $2.5 million set aside by SG to finance just such independent productions [AT DEADLINE, Oct. 22], Mr. Goetz has lined up full-hour dramatizations in color from the Bible, to be titled *The Book of Books*. Mr. Goetz, among whose film credits are those for "Song of Bernadette," "The Glenn Miller Story" and "The Man From Laramie," plans an early shooting date in order to facilitate SG's plans in placing the property on the market at the earliest possible convenience.

15 Tv Stations Purchase Interstate Film Series

LLOYD L. LIND, vice president and sales manager of Interstate Television Corp., announced the following sales for the week ending Oct. 19:

Adventure Action Series to WJBF-TV Augusta, Ga.; *Adventure Album* to CBOT (TV) Ottawa; *Counterpoint* to KSWO-TV Lawton, Okla.; *Hans Christian Anderson* to WTOC-TV Savannah, Ga., and KRGV-TV Weslaco, Tex.; *Jubilee Theatre* to WIS-TV Columbia, S. C.; *Little Rascals* to WBKB (TV) Chicago; KSIX-TV Corpus Christi, Tex., and WTOC-TV.

Also: *Public Defender* to WMAR-TV Baltimore; WBNS-TV Columbus, Ohio; KSIX-TV; KSWO-TV; WRCV-TV Philadelphia, and WMAL-TV Washington; *Royal Playhouse* to CBHT (TV) Halifax, N. S.; CBOT; CBUT (TV) Vancouver, B. C., and CBWT (TV) Winnipeg, Man.

'Annapolis' in 50 Markets

ZIV Television Programs' new series, *Men of Annapolis*, has been sold in 50 markets in advance of release of the series to the company's sales force, it was announced last week by M. J. Rifkin, vice president in charge of sales.

Mr. Rifkin reported that Quality Bakers of America has bought the series in 17 markets. Other multiple-market purchases, he said, were by Fuller Paint Co. and Carnation Milk Co., who have signed for co-sponsorship in 14 Pacific Coast and Rocky Mountain areas.

'Sheriff' Sales Total 140

NATIONAL Telefilm Assoc., New York, reported last week that recent sales on *Sheriff of Cochise* series have raised the total number of markets signed for the program to 140. Latest sales have been made to more than 20 stations, including KTTV (TV) Los Angeles, KRON-TV San Francisco, KPRC-TV Houston, KSL-TV Salt Lake City, KVOO-TV Tulsa and KLRJ-TV Las Vegas.

FILM PEOPLE

J. R. Ritenour, vice president and general manager, Modern Tv, div. of Modern Talking Picture Service Inc., N. Y., named president, Modern Teleservice Inc., successor firm to Modern Tv.

Stan Cole director of industrial film division, Mel Gold Productions, N. Y., to sales manager.

Leslie Goldman, business management specialist in motion pictures, to George Blake Enterprises, N. Y., as sales manager.

SAY RADIO-TV NEWSMEN IT'S IKE, FOUR TO ONE,

B•T survey of nation's news directors shows 80% believe President will win his bid for re-election

THE NATION's voters will return Dwight D. Eisenhower to the White House for a second term as President, but they'll give him a Congress with both houses controlled by the Democrats.

That's how the presidential campaign outcome appeared to the news directors of a representative sample of U. S. radio and television stations surveyed by B•T less than a month before Election Day.

Those results indicate the judgment of a sizeable majority of the 132 broadcast station news directors returning usable replies to the B•T questionnaires, which were sent to some 500 stations. Four news directors expect the re-election of President Eisenhower to one who anticipates a victory for Adlai Stevenson. Two of these news experts look for a Democratic majority in the Senate to every one who expects to find the Republicans in control of the next session, and there are five who pick the Democrats to control the House of Representatives to every one who thinks the House will be controlled by the GOP.

There's much more agreement among the broadcast station news directors this fall than B•T's first presidential poll revealed in October 1952. Then the division of pre-election opinion was pretty much on a 50-50 basis. One presidential candidate got the votes of 56% of the broadcast newsmen as most likely to win the election, and it is embarrassing to have to report that the choice of the majority was Mr. Stevenson and that small majorities of the broadcast newsmen also thought that there would be a Democratic Senate (58%) and a Democratic House (54%), which were also bad guesses.

This year, the station news directors are not only in national overall agreement on the election outcome, but their opinions run in about the same ratio throughout all sections of the country, regardless of the political predilections of any particular region. There is virtually no evidence of personal partisanship replacing sound news judgment in the response to this questionnaire.

The broadcast news directors also are in substantial agreement that President Eisenhower has made far more effective use of radio and television in his campaign than have any of the other three top-of-the-ticket candidates, including his own running mate Richard Nixon. More than two-thirds of the votes for most effective use of the broadcast media cast by the stations news directors went for the President, only about one-fifth each for Mr. Stevenson and Vice President Nixon, and only 5% of the total for Sen. Kefauver.

This is a reversal of the consensus of radio-tv newsmen in 1952. At that time, 74% of the votes for most effective use of broadcasting went to Mr. Stevenson and only 10% to Gen. Eisenhower, with the other 16% non-committal on that point. (The 1952 questionnaire did not include the vice presidential candidates in the effective use question as was done this time.)

Here are the questions asked by B•T in its October 1956 poll of radio-tv station news directors, together with their answers:

1. How many electoral votes do you think each Presidential candidate will receive?

Average of the answers:	
Eisenhower	313
Stevenson	218
Total	531

Most of the news directors feel that President Eisenhower will receive a comfortable but not spectacular majority of the 531 electoral votes. Few predictions even came close to that of the Florida enthusiast who foresaw 476 electoral votes for the incumbent. These who look for a Stevenson victory were more modest; the highest count he received was 399 electoral votes (from a North Carolina news director). At the other end, two news directors, one in Texas and one in Alabama, gave Stevenson a one-vote majority, while a Minnesota news director's prediction of 267 for Eisenhower to 264 for Stevenson was the closest electoral

WHO WILL WIN THESE RACES?

	PRESIDENT		SENATE			HOUSE	
	Eisenhower	Stevenson	Republicans	Tie	Democrats	Republicans	Democrats
New England	6	1	3		5	1	7
Mid Atlantic	7	4	3	(1)	7	2	9
E. No. Central	14	2	4		12	1	15
W. No. Central	20	2	9	(2)	12	5	18
So. Atlantic	19	9	6		22	5	23
E. So. Central	3	2	1		4	1	4
W. So. Central	16	2	7	(2)	9	5	13
Mountain	10	2	2		10	1	11
Pacific	6	2	3		5	1	7
Post Mark Illegible	3	..	1		2	..	3
	104	26	39	(5)	88	22	110

WHO USED RADIO-TV MOST EFFECTIVELY?

	Eisenhower	Stevenson	Nixon	Kefauver
New England	5	1	2	..
Mid Atlantic	7	2	1	2
E. No. Central	12	4	2	1
W. No. Central	16	5	5	1
So. Atlantic	16	9	4	1
E. So. Central	3	2	..	1
W. So. Central	14	1	6	1
Mountain	10	1	7	..
Pacific	5	2	1	..
Post Mark Illegible	2	1	..	..
	90	28	28	7

"OLD FAITHFUL"

...still going strong

For nearly a generation, the basic design of this famous RCA power triode has proved its worth in tubes delivering carrier and modulator power with outstanding reliability. RCA pioneered the original Type-833, then incorporated refinements to produce the RCA-833-A. It is another example of outstanding RCA power tube design. And it *has been serving broadcasters faithfully for almost 20 years.*

Known by station engineers for ability to "take it" in continuous service, RCA-833-A is paying substantial dividends in lower tube cost per hour of transmitter operation. And think of this: You save over 40% on initial cost of an RCA-833-A compared to the price of the 833 of 20 years ago!

Your RCA Tube Distributor handles RCA Tubes for all types of broadcast and TV station operations. For prompt delivery, call him.

RCA-833-A power triode, time-tried and proved. First high-power tube to feature the zirconium-coated anode.

How to get more hours from an RCA-833-A

- Clean glass bulb regularly—especially in area between anode and grid posts.
- With forced-air cooling, keep blower in proper working order (40 cfm from 2" dia. nozzle). Max. bulb temp. between anode and grid seals not to exceed 145° C.
- At full plate load, keep filament voltage "on the nose". At reduced load, filament voltage can be reduced as much as 5% for longer life. Reduce filament voltage to 80% of normal during standby periods of less than 15 minutes; remove voltage when longer standby periods are anticipated.
- Watch line-voltage fluctuation; compensate for them to avoid exceeding maximum ratings.
- Operate new tube for 50-100 hours before storing it. Operate spare tubes periodically.

RCA TUBES FOR BROADCASTING

Radio Corporation of America Harrison, N. J.

vote expectation of anyone who is looking for Eisenhower to win.

2. How do you think the membership of the new Senate will be divided?

Average of the answers:

Republicans (now 47)	47
Democrats (now 49)	49
Total	96

Individually, the replies indicated the consensus that the battle for control of the Senate will be close. No news director gave the Republicans more than 54 seats, the Democrats more than 57, and more than a few replied that they expect an even division, with each party having 48 seats.

3. How do you think the membership of the new House will be divided?

Average of the answers:

Republicans (now 201)	203
Democrats (now 230)	232
Total	435

(There are now 4 vacancies caused by deaths.)

Here the individual replies vary from predictions of a 219-216 division to those which foresee majorities as high as 300 Republicans to 135 Democrats or, in the other direction, 281 Democrats to 154 Republicans.

4. Which candidate do you think has made more effective use of radio-tv?

	Number of Votes	%
Eisenhower	90	68.2
Stevenson	28	21.2
Nixon	28	21.2
Kefauver	7	5.3

(The votes exceed 132 and the percentages exceed 100% because some respondents voted for more than one of the four candidates.)

Fills Gap for GOP

WHEN the Eisenhower Volunteers at Santa Barbara, Calif., discovered last week they had failed to obtain a municipal permit to use sound amplifiers on their cars for an "Ike and Dick" parade and rally, KIST there provided a last-minute solution. Two women officials of the volunteers approached KIST President-General Manager Harry C. Butcher, former Naval aide to Gen. Eisenhower, with a proposal to buy one hour of time during the parade Wednesday afternoon. He consented and the sale was made. Result: each car in the parade tuned KIST on its auto radio to pick up the special hour program of bright martial music interspersed with 10-second "commercials" written by the women's group. Naturally, parade watchers could hear it too.

MONEY TROUBLE CUTS DEMO AIR TIME

CBS-TV cancels five-minute show for lack of payment, NBC-TV and Democratic agency agree to drop two others.

MONEY, or lack of it, reared its head in Democratic broadcast campaigning last week. On Thursday CBS-TV, citing lack of payment, cancelled a five minute film program which was to have been sponsored by the Stevenson-Kefauver Campaign Committee. On Friday, NBC-TV and Norman, Craig & Kummel, Democratic agency, cancelled, by what NBC-TV termed "mutual agreement," two five-minute periods which were to have been carried Saturday and today (Monday).

What would happen with other Democratic programs scheduled before the elections Nov. 6 was not clear.

Earlier, the Democrats had experienced similar difficulty with a closed-circuit dinner scheduled Oct. 20. Theatre Network Television withdrew from its arrangements to carry the program because the party did not pay in advance. Sheraton Closed-Circuit Tv Inc. stepped into the gap (see story at right).

The CBS-TV show was to present Adlai Stevenson, Democratic candidate for President, in a short talk. It had been scheduled to go on at 3:25-3:30 p.m. EDT, but was cancelled at 3:20 p.m.

Network spokesmen said that, aside from the cancelled program, the Stevenson-Kefauver Campaign Committee had five other five-minute periods scheduled on CBS-TV, plus a half-hour on Nov. 5, election eve.

CBS-TV issued the following statement:

"The CBS Television Network regrets the circumstances which compelled it to cancel at 3:20 p.m. today [Thursday] a political broadcast to be sponsored by the Stevenson-Kefauver Campaign Committee and scheduled for 3:25-3:30 today.

"The cancellation arose under the long-standing policy, of which all political parties concerned have been fully aware, and which is specified in the contract, that there must be payment in advance of such broadcast. In the case of the broadcast scheduled for this afternoon there was no payment nor any guarantee of such payment. It may be noted that the CBS Television policy of payment in advance is consistent with the policy of other advertising media."

The network filled the cancelled five-minutes with a film featurette.

The remaining Stevenson-Kefauver Campaign Committee schedule on CBS-TV:

10:55-11 p.m. last Friday; Monday (today) at 10:55-11 p.m.; Wednesday at 11:55 a.m. to noon; Thursday at 1.55-2 p.m.; Friday at 3:25-3:30 p.m.; Monday, Nov. 5 at 10-10:30 p.m.

ABC-TV's schedule for the Stevenson-Kefauver Campaign Committee:

Last Friday at 9:25-9:30 p.m.; Monday (today) (ABC Radio as well as ABC-TV) at 8:30-9 p.m.; Tuesday at 3-3:05 p.m.; Thursday, 3-3:05 p.m.; Saturday, 9:55-10 p.m.

The remaining schedule on NBC-TV:

Monday (today) 10:30-45 p.m.—sponsored by Democratic National Committee.

Ordered by S-K Campaign Committee: Monday 3:55-4 p.m.; Tuesday 3:55-4 p.m. and 10:25-10:30 p.m.; Wednesday 10:25-10:30 p.m.; Friday 8:55-9 p.m.

Ordered by Democratic National Committee: Saturday 11-11:30 p.m. (simulcast); Nov. 5 at 3:55-4 p.m.

TNT Walks Out on Demos; Sheraton Moves into Gap

THE closed-circuit telecast of Democratic party dinners in 30 cities on Oct. 20 was threatened with cancellation when Theatre Network Television withdrew from the venture two and a half days before the telecast. Sheraton Closed-Circuit Television Inc. stepped in and provided arrangements and the telecast proceeded on schedule.

A TNT spokesman said the company cancelled arrangements because the Democratic National Committee did not abide by a written contract providing that full payment for production costs be made in advance of the telecast. He claimed this is "standard broadcast policy" in effect at stations and networks.

A Democratic Party spokesman acknowledged there had been a contract with the stipulation mentioned by TNT, but said that since all funds had not arrived from various state committees, TNT could not be paid in full. He expressed surprise that TNT held the Democratic Party to the contract, pointing out that the party had been "in business for 150 years."

One 'Neutral Show' Promised For Election Eve Tv Viewers

WITH Westinghouse Electric Corp.'s *Studio One* (Mondays, 10-11 p.m. EST) preempted election eve (Nov. 5), along with a host of other top-rated shows, to allow the GOP and Democratic candidates to get in their last licks, CBS-TV will fill a 30-minute time lag between candidate Stevenson's and President Eisenhower's telecasts with what might be the only "neutralist talk" to be heard that night. The show: The last of the *Pick the Winner* series which Westinghouse (through Ketchum, MacCleod & Grove, Pittsburgh) has been sponsoring this season.

Following a speech by Adlai E. Stevenson, set for 10-10:30 p.m. (purchased through the Democratic National Committee) and preceding an hour-long program sponsored by the Republican National Committee scheduled for 11 p.m., CBS-TV will preview its election night facilities.

A team of CBS reporters, including Edward R. Murrow, Charles Collingwood, Richard C. Hottelet, Bill Downs, Blair Clark and political pollsters Sam Lubell and Elmo Roper, will supply the latest analyses, information and predictions.

Emceed by anchorman Walter Cronkite and guided by CBS newscaster Lowell Thomas, the program also will tour CBS's studio set-up for Nov. 6-7, showing Remington-Rand's "UNIVAC" and other electronic computing devices to be used by CBS.

"sonny—sometimes what you don't know can hurt you!"

"Made you a timebuyer, did they? Man of decision? Packing your head with market data, availabilities, cost-per-thousand, smart scheduling angles, huh?

"Don't look so surprised," smiles Billy Reed, super-host at New York's Little Club, "I know about these things. Why not, with all the big time-buying pros we get in here? Your own radio-TV head, for instance. Wised *me* up yesterday on something I never knew . .

"What? Well, it's no secret to the experts, I suppose. Couple of sure stations up in Maine—WABI Radio and WABI-TV. Powerhouse combination . . No. 1 in the hottest part of a state that's headed places! Nearly half a million customers now, spending over half a billion this year, he says. You go making up any schedules without WABI and WABI-TV, son, and it's back to the mailroom for you!"

Might not be *that* bad, of course. But the oracle of The Little Club sure has his facts right on radio and TV in Maine! What kind of shape are *yours* in?

wabi AM TV

Represented by: George P. Hollingbery—Nationally
Kettell-Carter—New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

THE L. B. Wilson STATION

WCKY

CINCINNATI OHIO

She Swapped This Hat—

and made Cincinnati Women

DelVina, conductor of WCKY's daily program "It's A Womans' World" got an idea, when she overheard some women saying they didn't want their sons flying jets in the Air Force.

She asked the Air Force for permission to fly in a jet, in order to prove to mothers, wives and sweethearts, that the Air Force takes no chances, and leaves nothing to chance. The rest is history. DelVina was put through every test an Air Force jet pilot gets—then, at 48,000 feet up, and at 830 miles an hour she broke the sound barrier . . . the first civilian woman to do so, as a passenger in a jet plane. From these experiences, she developed a series* of weekly programs about the Air Force from a woman's point of view, to assure her audience that, not only is the Air Force a safe place for its men, but it is the greatest safety factor today for retaining our way of life.

DelVina right after breaking the sonic barrier at 830 m.p.h.

The program has attracted national attention and DelVina received an Air Force Association citation for her contribution to a better understanding of the Air Force and its people.

** Copies of series available on request.*

WCKY . . . ON THE AIR EVERYWHERE • TWENTY

THE CINCINNATI POST, TUESDAY, MAY 28, 1956

"Mach-One"—And Through the Sonic Barrier

First Woman Passenger Has "Thrill of Lifetime"

BY VE'NITA KELLY

"Mach-one," the international scientific term for the speed of sound, is a familiar word in DelV Wheldon's vocabulary these days. She is still ing the clouds for having been the first (accor ing to the records) woman passenger to fly through sonic barrier.

Force agreed that it could be done. Then DelVina had to be put through a series of grueling paces before the mission would be accomplished.

A brave girl, she, "I drove to the Wright-Patterson Air Force Base in Dayton, alone, and was met by Colonel Bar- and an engineer, a mighty busy girl."

BEFORE GOING TO Dayton she had passed a rigorous physical examination. She had to be sound as a dollar to take the experience that was ahead.

First on the agenda was a four-hour course of preparatory lectures, which she took hypona class of oxygen, two of the most important things to understand when flying jet planes. It was taken into the pressure chamber and flown to a height of 40,000 feet—without ever leaving the ground," she explained. "As you ascend you begin to know the symptoms of hypoxia, and you are taught what to do about it." DelVina came through this reflection in a full length mirror and burst out laughing. "Everybody laughed," she said. "But I was prouder of my costume than any. I have ever owned." Forty pounds of equipment besides the pressure helmet was quite a load for a girl whose entire eight dressers couldn't weigh more than two pounds.

Into the plane and up to 48,000 feet they went. "Oh, it was wonderful," she exclaimed, "just like being a bird. I could see the Great Lakes below and wondered how we got there so quickly. Then all of a sudden Lt. Milne checked with me and started counting off. Eight, seven, six, five—all the way down to one — Mach—one. There was a vibration, a trem- ble and we had nosed through the sound barrier—at 650 miles an hour. There was complete silence for a split second. We had made it."

THE BOYS of the 58th Air Division were proud of Del-

Last on the program the equipment check. must have looked rated in a girl whose purse, hat, gloves and would take no more minute to don.

FINALLY THE game—and DelVina w ly woke up bright without having to b which is really un me," she laughed. met by members of Division and then the hour ballroom. can never clutch th and their flight- gerly the clouds p and the day shone clear.

Then they ha clothes small enou feminine guest. had been fitted

—For This One!

•

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FCC REPORTED NOW READY TO PROCEED IN 10-YEAR-OLD CLEAR CHANNEL CASE

Commission stand, said based on ground that 1946 evidence and testimony are now out of date, probably will be taken this Wednesday (Oct. 31), will enable action in KOB Albuquerque, N. M., case.

A MAJOR move in the 10-year-old clear channel proceeding is imminent, B•T learned last week.

On the one hand, it was understood, the FCC has decided to cancel the long drawn out proceeding on the ground that the evidence and testimony—taken during hearings held in 1946—are out of date.

On the other hand there is known to be a strong segment within the Commission eager for some action which would permit a final decision to be issued in the decade-old controversy.

The action, probably to be taken this Wednesday at the regular FCC meeting, has become necessary, according to reports, in order for the Commission to do something in the KOB Albuquerque, N. M., case.

The FCC is under a court directive to resolve the 15-year-old KOB situation. KOB has been operating on Class 1-A clear channel 770 kc under temporary authority since 1941. Officially, KOB is assigned to 1030 kc.

WABC New York is the Class 1-A station on 770 kc; WBZ Boston is the Class 1-B station on 1030 kc.

By resolving the clear channel case, the FCC believes it then will be able to move KOB to a permanent position in the radio spectrum.

Word that some action was imminent in the clear channel case brought an immediate reaction from the Clear Channel Broadcasting Service, an organization of 14 clear channel stations. Scheduled was a meeting of the group in Chicago for today (Monday).

The clear channel proceeding was instituted in February 1945. It resulted from a number of problems which began to plague the FCC even before World War II. Among these were the question of super-power, the substantial number of applications seeking the sharing of clear channels, and the looming North American Regional Broadcast Agreement negotiations.

The principle of clear channels was established in the 1920's and has been continued with changes to the present. In order to bring radio service to people living in the sparsely-populated rural areas, it was agreed to maintain certain frequencies as clear channels, with only a single station operating on them at night.

In am broadcasting, nighttime skywave reflections cause signals to travel vast distances. It is through this means that service was brought to millions of citizens living in the wide open areas of the United States.

There is no skywave propagation during the day. This permits many stations to be assigned to the same channel in daylight hours without interference to each other.

The U. S. has 24 Class 1-A and 21 Class 1-B clear channel frequencies. There are 24 Class 1-A outlets operating as the sole facility on these frequencies at night, and 35 Class 1-B stations. The Class 1-B stations—there are usually two on each such frequency at night—protect each other to the .5 millivolt per meter 50% skywave contour. This protection is also afforded all the clear channel outlets by Class II, unlimited time stations on clear channels.

In 1945, WLW Cincinnati (on 700 kc) was operating experimentally with 750 kw radiated power and its signal was being received virtually throughout the United States. However, in 1938 the U. S. Senate passed a resolution expressing the sentiment that maximum power for radio stations in the United States be limited to 50 kw. This was done at the behest of a group of western senators, led by then Sen. Burton K. Wheeler (D-Mont.).

In 1948, then Sen. Edwin C. Johnson (D-Colo.) introduced a bill to limit am radio power to 50 kw and to duplicate stations on the clear channels. The Senate Commerce Committee, of which Sen. Johnson was senior minority member, held hearings on this bill but no legislation resulted.

In the official notice of proposed rulemaking, issued by the FCC in 1945, the Commission stated:

"There are still large areas in the nation which receive no radio service at all during daytime hours and no primary radio service at night."

Since the hearings in 1946 were based on the then existing standard broadcasting status, and since there has been a radical change in that area of broadcasting in the past 10 years (there are 3,000 radio outlets today compared to fewer than 1,000 in 1946, with population centers significantly changed), there has been for the past few years a substantial opinion at the FCC which maintained that the documents and testimony in the clear channel hearing were outmoded. This group has held that the clear channel proceeding should be dismissed and that a new clear channel case should be inaugurated.

Another segment within the Commission feels that all that is necessary is for the FCC to reopen the record, call for comments to update the voluminous data and issue a final decision.

The 1946 hearings were held in January, April and July of that year. The transcript comprises 6,700 pages of testimony and contains also more than 400 separate exhibits. Among these is an exhibit detailing the signal intensities and coverage of all of the almost 1,000 am radio stations in operation at that time.

In June 1947, the daytime skywave prob-

THESE ARE THE 45 CLEAR CHANNEL OUTLETS

THE unduplicated Class 1-A clear channel stations are the following:

KFI Los Angeles (640 kc), WSM Nashville (650 kc), WRCA New York (660 kc), WMAQ Chicago (670 kc), WLW Cincinnati (700 kc), WGN Chicago (720 kc), WSB Atlanta (750 kc), WJR Detroit (760 kc), WABC New York (770 kc), WBBM Chicago (780 kc), WFAA Dallas and WBAP Fort Worth (820 kc), WCCO Minneapolis (830 kc), WHAS Louisville (840 kc), WWL New Orleans (870 kc).

Also WCBS New York (880 kc), WLS Chicago (890 kc), KDKA Pittsburgh (1020 kc), WHO Des Moines (1040 kc), KYW Cleveland (1100 kc), KMOX St. Louis (1120 kc), KSL Salt Lake City (1160 kc), WHAM Rochester (1180 kc), WOAI San Antonio (1200 kc), WCAU Philadelphia (1210 kc).

Class 1-B stations are as follows:

KNBC San Francisco (680 kc), WOR New York (710 kc), KIRO Seattle (710 kc), KGO San Francisco (810 kc), WGY Schenectady (810 kc), KOA Denver (850 kc), WCFL Chicago (1000 kc), KOMO Seattle (1000 kc), WBZ Boston 1030 kc), WRCV Philadelphia (1060 kc), KNX Los Angeles (1070 kc), WTIC Hartford (1080 kc), KRLD Dallas (1080 kc), KTHS Little Rock (1090 kc), WBAL Baltimore (1090 kc), KFAB Omaha (1110 kc), WBT Charlotte (1110 kc), KWKH Shreveport (1130 kc), WNEW New York (1130 kc).

Also WRVA Richmond (1140 kc), KVOO Tulsa (1170 kc), WWVA Wheeling (1170 kc), WOWO Fort Wayne (1190 kc), KEX Portland (1190 kc), WTOP Washington (1500 kc), KSTP St. Paul (1500 kc), WLAC Nashville (1510 kc), KGA Spokane (1510 kc), WKBW Buffalo (1520 kc), KOMA Oklahoma City (1520 kc), KFBK Sacramento (1530 kc), WCKY Cincinnati (1530 kc), KXEL Waterloo (1540 kc), KPMC Bakersfield (1560 kc), WQXR New York (1560 kc).

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COMPARATIVE NETWORK AM SHOWSHEET

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Mon. Morning Headlines	News	Seaboard Drug Walter Winchell	Monitor
6:15	Paul Harvey News	F.B.I.	Seaman Bros. Tomorrow's Front Page (6:15-6:25)	Mutual of Omaha On the Line with Bob Considine
6:30	Quincy Howe	Liggett & Myers Gunsmoke (292)	Kraft—News	Monitor
6:45	George Sokolsky	News	Bill Hillman Commentator	"Meet the Press"
7:00	Weekend News	Jack Benny	General Tire Sports Time	
7:15	John Edwards		This Fabled World	
7:30	Overseas Assignment	Juke Box Jury	"By the People"	
7:45	Speak'g of Sports Sunday Music Hall		Pan American Panorama	
8:00	Texaco News	News		
8:15	Sunday Music Hall	Pharmacraft(282) Pontiac 11/11 only	Hour of Decision Billy Graham Evangelistic Assoc.	Monitor *
8:30	Speak'g of Sports Sunday Music Hall	Mitch Miller	Lutheran Hour Repeat	
8:45				
9:00	Texaco News Sunday Music Hall	News	Sounding Board	
9:15		Basin Street Jazz		
9:30	Speak'g of Sports Sunday Music Hall	TBA	Manion Forum Dean Clarence Manion	
9:45		CBS Spts Review	Datelines & The Bible	
10:00	Erwin Canham	CBS News	Wings of Healing	Billy Graham** Evangel. Assoc. Hour of Decision (Split Network) and *Monitor
10:15	Travel Talk	Face the Nation		
10:30	The Assemblies of God "Revival Time"	Church of the Air S	Bon Soir Paris	American Forum Youth Wants to Know
10:45				
11:00	Texaco News Imagination	News	Wings of Healing	Monitor
11:15 PM		Dance Orchestra		

MONDAY

	ABC	CBS	MBS	NBC
	No Service	Allan Jackson	Bob & Ray	No Network Service
	ABC—News Mel Allen All State	No Service		
	No Service	Dolco Batteries Lowell Thomas (198) R	Vera's Hollywood Sports	Sun Oil & Co-op 3-Star Extra (34)
	CIO-AFofL Edw. P. Morgan	Brown & Wmson. Pontiac Amos 'n' Andy Music Hall	Kraft News	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe	Pharma-Craft Bing Crosby	Co-op Fulton Lewis, Jr.	No Network Service
	Mysteries	Ed. R. Murrow (82)	Jazz Roost	Miles Labs. & (S) News of World 166
	ABC Late News	Pontiac Robt. Q. Lewis Shop	Amer. Home Prd. Gabriel Heatter	One Man's Family N&L Participatns
	American Music Hall	O'Hara	What's Your Opinion	Gen. Motors Henry J. Taylor
	ABC Late News	Chev. News (199)	True Detective Mysteries (Participating)	Boston Symphony Orchestra
	Firestone Voice of Firestone	My Son Jeep	Danger with Granger	
	American Music Hall	Yours Truly Johnny Dollar	News	Bell Telephone Telephone Hour (185) R
	ABC News	Capitol Cloakroom	Bob & Ray	
	Best Bands of the Land	Eric Sevareid S	TBA	Contrasts In Music (Eastman School Orchestra)
	News	Dance Orchestra	Reporters' Roundup	News
	Anderscook, CIO		Am. Hm. Heatter	News McCormick
	Imagination Milton Cross		Music From Studio X	The Charlie Applewhite Show
	News			
	Imagination Milton Cross			Operation Entertainment
	ABC Late News			
	Imagination	News	St. Nicholas Boxing Bouts	No Network Service
		Dance Orchestra	Virgil Pinkley	News of the World Morgan Beatty
	Late News			

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Allan Jackson	Bob & Ray	No Network Service
	ABC—News Mel Allen All State	No Service		
	No Service	Dolco Batteries Lowell Thomas (199)	Les Paul Sports	Sun Oil & Co-op 3-Star Extra (34)
	CIO-AFofL Edw. P. Morgan	Pharma-Craft Minn. Mining Pontiac Amos 'n' Andy Music Hall (199)	Kraft News	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe		Fulton Lewis Jr.	No Network Service
	Mysteries	Bing Crosby	Jazz Roost	Miles Labs & (S) News of World
	ABC Late News	Ed. R. Murrow Co-op	Sleep-Eze Gabriel Heatter	One Man's Family N&L Participatns
	American Music Hall	Hershel Calif. Brown & Wmson. Robt. Q. Lewis Shop	Coca-Cola Co. The Eddie Fisher Show (245)	Treasury Agent (Participating)
	News S	Suspense	Big City	Network Participations Dragnet
	Life Is Worth Living Bishop Sheen	Chev. News (199)	News	B&W News
	American Music Hall	My Son Jeep	Bob & Ray	Biography In Sound
	ABC News	Yours Truly Johnny Dollar	Dateline Defense	
	Best Bands of the Land	Campaign '56	The Army Hour	Tod Heath & His Music
	News	UN Report		
	Anderscook, CIO	Eric Sevareid S	Am. Hm. Heatter	News
	Imagination Milton Cross	CBS News	Music From Studio X	News McCormick
	News	Dance Orchestra		World of Music
	Imagination Milton Cross			Nightlife with Nordine
	ABC Late News			
	Imagination	News	Virgil Pinkley	No Network Service
		Dance Orchestra	Studio X Music	News of the World Morgan Beatty
	Late News			

WEDN

	ABC	CBS
	No Service	Allan Jackson
	ABC—News Mel Allen All State	No Service
	No Service	Dolco Batteries Lowell Thomas (199)
	CIO-AFofL Edw. P. Morgan	Pontiac Carter Amos 'n' Andy Music Hall (198)
	Co-op Quincy Howe	
	Mysteries	Minn. Mining Bing Crosby
	ABC Late News	Ed. R. Murrow (82)
	American Music Hall	Robt. Q. Lewis Shop
	News S	
	American Music Hall	Westinghouse Pick a Winner (195)
	News	
	American Music Hall	Chev. News (19
	News S	My Son Jeep
	Best Bands of the Land	Yours Truly Johnny Dollar
	News	Washington the World
	Anderscook, CIO	Eric Sevareid
	Pabst Fights	CBS News
		Dance Orchestra
	ABC Late News	
	Imagination	News
		Dance Orchestra
	Late News	

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Great Moments Great Composers	Music Room		Art of Living
9:30	Prophecy, Inc. Voice of Prophecy (99)	Church of the Air	Christian Rel. Church Back to God (288)	Voice of Prophecy
9:45				
10:00	Texaco News Message of Israel S	Chev. News (178) E. Power Biggs S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Texaco News Negro College Choirs S	Invitation to Learning S	Voice of Prophecy (307)	Monitor
10:45				
11:00	Sunday Melodies Marines in Review	News Washington Week World Affairs	Dawn Bible Frank & Ernest (302) First Church How Christian Science Heals	Monitor 10:30 a.m. Sun. Thru 12 Mid. Sun. (except as noted)
11:15				
11:30	Texaco News The Christian in Action S	Salt Lake City Tabernacle S	Northwestern U. Review S	
11:45				
12:00 N	No Net Service	Chev. News (178) Dorsey Brothers Show	US Military Academy Band	
12:15 PM				
12:30	Moods in Melody	Freddie Martin Orchestra S	Bill Cunningham Co-op First Church How Christian Science Heals	The Eternal Light
12:45				
1:00	Churches of Christ Herald of Truth (198)	F. W. Woolworth 1-2 p m Woolworth Hour (198)	Kraft News Airmen of Note Christian Herald Opportunity	Monitor
1:15				

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Breakfast Club (Participating)	Co-op News	Co-op Robt. Harleigh	No Network Service
		No Service	Easy Does It	
	My True Story	Arthur Godfrey (Participating)	Cecil Brown	NBC Bandstand (Network-Local Participations)
	When A Girl Marries		Basil Rathbone	
	Whispering Streets		Kraft News	
	Grand Central Station		Johnny Olson Show	
	Jack Paar Show		Kraft News	
	ABC Late News		Story Time	
	You and Your Marriage	Kathy Godfrey		
	Buddy Weed Show	Wrigley Howard Miller (144)	Queen for a Day Participating	
	Valentine	P&G Sioncrella W. Warren (144)	Gabriel Heatter	
	Luncheon at Astor	C-P Dromedary Stand. Brands Backstage Wife	Bayelord Hauser	
	No Network Service	Montholatum Toni, Sleep-Eze H. Trout (186)	Constance Bennett Show	
		Our Gal Sunday (194)	No Service	No Network Service
	Co-op Paul Harvey	ExLax, Toni Corn Prod. Nora Drake	Co-op Cedric Foster	
	Co-op Ted Malone	Best Foods Lipton Ma Perkins (198)	Allen Ludd's Modern Moods	

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	No Network Service	Monitor * 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
		Farm News		
		St. Louis Melodies		
		Garden Gate		
		Chv. Jackson 192		
		Bellone Pontiac Galen Drake		
	All-League Club House	Galen Drake * Sioncrella (110)	Kraft News Conference Call	
	Texaco News	News	Good News	
	Charlie Applewhite	Robt. Q. Lewis Hershel Calif. Toni Co (282) Lewis-Howe(198) M.Inor (196)	Kraft News US Marine Band	
	Weekend News			
	Charlie Applewhite		Musical Wheel of Chance	
	Texaco News	Chev., Jkson. (183)	Kraft News	
	World Tourist	Romance S		
	Andy Reynolds Ranch Boys S		Magic of Music	
	Weekend News	Liggett & Myers Gunsmoke (198)		
	American Farmer S	Weather Chev., Jkson. (185)		DeSoto You Bet Your Life (Split Network) Monitor *
	Texaco News	Man Around The House	American Living	Allis-Chalmers National Farm & Home Hour
	Navy Hour S	Football		Marion Salt Drew'or Topic Tdy

DAYTIME

	ABC
1:30 PM	Texaco News Pilgrimage
1:45	
2:00	Healing Waters Inc. Dr. Oral Roberts
2:15	
2:30	Dr. Wyatt Wings of Healing
2:45	
3:00	Texaco News Sammy Kaye Sunday Serenade
3:15	
3:30	Dr. Billy Graham Hour of Decision (229)
3:45	
4:00	Gospel Bestt. & Old-Fashioned Revival Hr. (3
4:15	
4:30	
4:45	
5:00	Speaking of Sports High Moments In Music
5:15	
5:30	Weekend News Greatest Story Ever Told
5:45 PM	

TUESDAY

MBS	NBC
Bob & Ray	No Network Service
Hollywood Sports	Sun Oil & Co-op 3-Star Extra (34)
Kraft News	Alex Drier Man on the Go Co-op
Fulton Lewis Jr.	No Network Service
Jazz Roost	Miles Labs. & (S) News of World (158)
Sleep-Eze Hearing Gabriel Heatter	One Man's Family
What's Your Opinion	N&L Participatns
(Participating)	Network Participations People Are Funny
Crime Files of Flamond	Recollections at 30
News	B&W News
Bob & Ray	X Minus One
Radio Review	
Family Theatre	Air Force Reserve Program
Wm. Heatter	News
	News McCormick
Music From Studio X	This Is Moscow
	Poets and Other People
Virgil Pinkley	No Network Service
Studio X Music	News of the World Morgan Beatty

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Allan Jackson	Bob & Ray	No Network Service
ABC—News	No Service	Les Paul	Sun Oil & Co-op 3-Star Extra (34)
All State Mel Allen	Dolco Batteries Lowell Thomas (199)	Sports	Alex Drier Man on the Go Co-op
No Service	B&W, MMM Pontiac, Carter Pharma-Craft	Kraft News	No Network Service
CIO-AFofL Edw. P. Morgan	Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr.	Miles Labs. & (S) News of World (168)
Co-op Quincy Howe	Bing Crosby	Jazz Roost	One Man's Family
Mysteries	Co-op Ed. R. Murrow	Sleep-Eze Gabriel Heatter	N&L Participatns
ABC Late News	Robt. Q. Lewis Shop	Coca-Cola Co. Eddie Fisher Show	Network Participations The Great Gildersleeve
American Music Hall	21st Precinct S	Official Detective (Participating)	Conversation
News S	Chev. News (199)	It's a Crime Mr. Collins	News-Don Pardo
American Music Hall	My Son Joop	News	TBA
News	Yours Truly Johnny Dollar	Bob & Ray	
American Music Hall	Leading Question	UN Radio Review	Stars In Action (Nat'l Guard)
News S	Eric Sevareid S	Co-op State of the Nation	
Best Bands of the Land	CBS News	Am. Hm. Heatter	News
News	Dance Orchestra	Music From Studio X	News McCormick
Vandercook, CIO			Carling Cons. Club
Imagination Milton Cross			Jane Pickens Show
ABC News			
Imagination Milton Cross			No Network Service
ABC Late News		Virgil Pinkley	News of the World Morgan Beatty
Imagination	News	Studio X Music	
Late News	Dance Orchestra		

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Allan Jackson	Bob & Ray	No Network Service
ABC—News	U.N. on the Record S	Hera's Hollywood Sports	Joseph C. Harsch Co-op
All State Mel Allen	Dolco Batteries Lowell Thomas (199)	Kraft Five Star	No network Service
No Service	Pontiac Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr.	Sun Oil Co-op 3-Star Extra (34)
CIO-AFofL Edw. P. Morgan	Pharma-Craft Minn. Mining Bing Crosby	Jazz Roost	Alex Drier Man on the Go Co-op
Co-op Quincy Howe	Ed. R. Murrow (82)	Amer. Home Prd. Gabriel Heatter	No Network Service
Mysteries	Brown & Wmson. Pontiac Robt. Q Lewis Shop	What's Your Opinion	Miles Labs & (S) News of World (168)
ABC Late News	CBS-Radio Workshop	Counterspy (Participating)	One Man's Family
American Music Hall	Chev. News (199)	City Editor	N&L Participatns
News S	My Son Joop	News	Network Participations The Bob Hope Show
American Music Hall	Yours Truly Johnny Dollar	Bob & Ray	National Radio Fan Club
News S	So They Say	UN Radio Review	NBC Job Clinic
Best Bands of the Land	Eric Sevareid S	True or False	National Radio Fan Club
News	CBS News	Am. Hm. Heatter	Inside Story with Victor Riesel
Vandercook, CIO	H. Hickman Football Forecasts		Gillette Boxing
Imagination Milton Cross	Dance Orchestra	Studio X Music	Sports Digest
ABC News			Sports Highlights
Imagination Milton Cross	News	Virgil Pinkley	No Network Service
ABC Late News	Dance Orchestra	Studio X Music	News of the World Morgan Beatty
Imagination			
Late News			

SATURDAY

ABC	CBS	MBS	NBC
Game of the Week (Continued)	News	John T. Flynn	
Sports Kaleidoscope	New Orleans Jazz Band	World Traveler	
Thoughts in Passing	Saturday at the Chase	Report from Washington	
Texaco News	News	Dinner Date	
At Ease	Saturday Night Country Style	Kraft News	
Platter Brains		Pop The Question	
Speak'g of Sports		Word of Life Hour	Monitor
Texaco News	Chev. News (192)		
Vincent Lopez Show	Treasury of Music	Bandstand USA	
This Week In Washington	Dorsey Brothers Orchestra		
As We See It	News		
Texaco News	Dance Orchestra		
National Juke Box			
Speak'g of Sports			R. J. Reynolds & Co-op Grand Ole Opry (83)
Best Bands in the Land	News S		
Texaco News	Dance Band		
Lawrence Welk Army Show		Ranch Valley Dance Barn	
Speak'g of Sports	Basin Street Jazz		Monitor
Rhythm on Parade			
Weekend News	News		
Imagination	Dance Orchestra	Dance Time	

SATURDAY TIME

SUNDAY

CBS	MBS	NBC
Wadsworth Hour (190)	Lutheran Hour (479)	Lutheran's Layman's League "The Lutheran Hour"
Imagines-Whitmer Duboucette (70)	London Studio Concerts	Monitor
World Music Festival	Co-op Pro-Football	The Catholic Hour
(S) Ball (290) Farm Hwys		Monitor
Ask A Holiday Harmon		
Bond (153) Of News	Kraft News	
Belmont	Lombardoland USA	
Luther		
Carl Bands	Bands For Bands	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	Mentholatum Corn Prd., Sleep-Eze—Dr. Malone	Luncheon with Lopez	No Network Service
	Road of Life (5)	Kraft News	
No Network Service	P&G news (203)	Harry Noble	
	Right to Happiness		
	Mrs. Burton		
The Martin Block Show	Colgate Strike It Rich	Lots of Music	(Network Participation) "Five Star Playhouse"
	Pat Buttram Show (198) Wm. Wrigley		
	Houseparty† (183) R		(Network Participations) "Hilltop House"
	Corn Prod. Sunshine Sue (82)		
	American Bird Record Pet of the Day		"Pepper Young's Family"
Treasury Bandstand	Corn Prod. (40) Art Smith	Mutual Reports	(Netwk Partpn.) "Woman in My House"
	Rosefre Valley Pillsbury		M. M. McBride Net. Participation
No Network Service	No Service		Fred Waring Song Feast (Network-Local Participations)
	News	Basil Rathbone	
	No Service	Bob & Ray	Cole Lounge
			"It's New!"
			Business World
Wall St. Final (Harris, Upham)		Sports Time Kraft News	"Sport-O-Rama" "Observations" (Dr. Gallup)

SATURDAY

ABC	CBS	MBS	NBC
Speak'g of Sports	Football Games	Sports Parade	DeSoto You Bet Your Life Groucho Marx
Shake the Maracas			
Texaco News		Kraft News	
Pan American Union			
Speak'g of Sports		Pontiac Division Notre Dame Games	
Relaxin' Time			
Texaco News			
Speaking of Sports			
Gridiron Salute			Football Game of the Week Approx. 2-5 p.m. (Co-op Basis) with "Monitor" resuming at the Conclusion of the "Game"
Weekend News			
Speaking of Sports			
Game of the Week	Make Way For Youth	Co-op Stand-By Sports	Monitor
		Kraft News	

October 29, 1956

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EST.

ABC—

7:55-8 p.m., Les Griffith & The News. (332).

Weekend news sponsored by Texas Co. in each of four time zones, 13 times on Sat., 11 times on Sun.

It's Time. 5 min., unsponsored. 10 times on Sat., 8 times on Sun., U. S. Rubber.

CBS—

8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)

11:30-11:35 a.m. Sun. Lou Cioffi—News (8)

† Houseparty.

3-3:15 p.m. M.Th.—Coldene.

3:15-3:30 p.m., Wed., Simoniz, Swift.

Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.

Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.

Amos 'n' Andy Music Hall

Brown & Williamson, M. F. S., Ted Bates

MBS—

Queen For A Day—Seeman Brothers (T-F); Alpha Labs (Th.); Mentholatum (M-F).

Series B—8-8:30 p.m.; Brown & Williamson (M-F); Curtiss Candy Co. (M); Drug Products (M-F); Mentholatum (M-F).

lem was consolidated with the clear channel proceeding. It had been determined that skywave propagation began not at the instance of sunset but in varying degrees of intensity as early as two hours before and after sunset. The same phenomenon was observed for sunrise. Since the rules call for clear channel stations to be protected from interference during skywave hours, the Commission instituted proceedings on whether protection to clears should begin before sunset and remain after sunrise. This proceeding was separated from the clear channel case in 1953 and at the present time there is a proposed final decision outstanding which would extend protection to clear channel outlets up to two hours before sunset and after sunrise.

The KOB situation goes back to 1940 when that station was granted clear channel 1180 kc. This was changed to 1030 kc in 1941 when Mexico was granted protection for 1180 kc in the NARBA convention. After a few months operation on 1030 kc, KOB moved to 770 kc temporarily. It has been operating on 770 kc since then under special service authorizations.

The U. S. Court of Appeals last month ordered the FCC to get KOB off 770 kc or to permit it to remain on that frequency with appropriate restrictions to protect WABC. The FCC was directed to report what it planned to do by Nov. 6, and to take the required steps by Nov. 22.

It is believed that the requirement for action in the KOB case furnished the impetus to take some positive action in the clear channel proceeding. The FCC's position has been that the KOB situation was tied up with the clear channel hearing and could not be resolved by itself.

Through a decision in the clear channel case, the Commission will be enabled to resolve the KOB matter on a single case basis, it was understood. Among other legalities, the resolution of the clear channel proceeding will permit the Commission to accept a long-pending application by KOB for permanent assignment on 770 kc.

There is believed to be a relationship also between the contemplated move in the clear channel case and the resumption of talks between the U. S. and Mexico for a bilateral radio agreement. The NARBA ran out in 1949. A gentlemen's agreement kept it in force, during international meetings which led in November 1950 to a new NARBA. This was signed by all North American countries except Mexico and Haiti. It was submitted to the U. S. Senate in 1951 but has never been approved.

FCC Comr. Rosel H. Hyde, chairman of the American delegation which conferred with Mexican officials on a two-nation radio treaty in 1954 and 1955, was invited to resume talks two weeks ago. He has been in Mexico City the last two weeks.

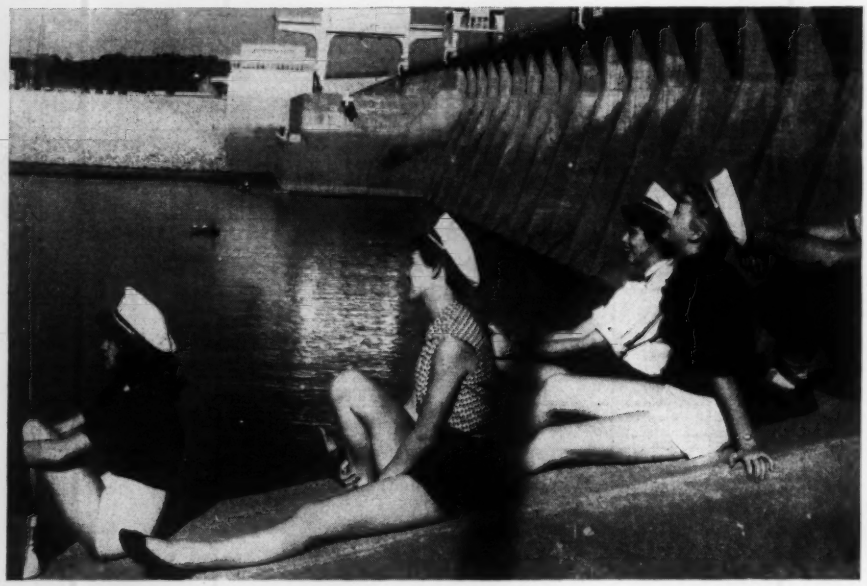
The Issue Defined

JUST what the 11-year-old Clear Channel proceeding is all about was spelled out by the FCC in its 1949 annual report. Here is what it said:

"The Clear Channel hearing involves issues of importance both to the American listening public and to the broadcasters. The controversy resolves itself into whether it would be better to share existing nighttime facilities on clear channels with applicants throughout the United States proposing to serve areas where little or no satisfactory service presently exists, or to allow only the present licensees on each clear channel to have super power in order to better their coverage. The solution of the problem depends upon which plan would tend toward betterment of service or duplication of service, particularly as it concerns rural listeners. Also present are questions such as the economic and competitive effects upon other broadcasters if a few should be allowed super power, and whether this would be conducive to the proper distribution of broadcasting service and the larger and more effective use of radio as contemplated by the Communications Act."

Hardy to India for UNESCO

RALPH W. HARDY, CBS Washington vice president, will go to New Delhi, India, as a member of the U. S. delegation to the ninth general conference of UNESCO, which convenes Nov. 3. Mr. Hardy is attending as an "expert" on mass communication, which is one of five general program areas in which UNESCO is active on a worldwide basis. Mr. Hardy also attended the eighth conference, held in Montevideo, Uruguay, in 1954.



Showmanship with that KENTUCKY FLAIR!

Never mind the girls — the *important* view is this "bottom" of Kentucky Lake — the *world's largest man-made lake,* and Kentucky's newest, most glamorous playground!

In a State that's known for showmanship, Kentuckians look to WAVE-TV for the best in *television* showmanship. Here's the proof:

PROGRAMMING: Two 1956 Surveys* show that WAVE-TV gets *audience preference!*

COVERAGE: WAVE-TV has 66% greater coverage than the second Louisville station because of its low Channel 3, full power and greater tower height (914' above sea level)! 2,437,000 people are served by WAVE-TV in 70 mid-Kentucky and Southern Indiana counties!

EXPERIENCE: WAVE-TV was first on the air in Kentucky, in 1948. Its experienced crews have the know-how to help your programs *and your commercials* sell!

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**Metropolitan ARB, March, 1956*
**ARB Louisville, Feb., 1956*

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Affiliated with NBC

NBC SPOT SALES
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Only STEEL can do so many jobs so well

Steamboat 'Round The Bend! This ancient river cry is being repeated daily at Disneyland, the fantasy world that appeals to grown-ups as much as youngsters. The boat is a scaled-down version of an early American river boat; but unlike its early counterparts, it is safely armored with hull plates made from USS Steel—furnished by Columbia-Geneva and U. S. Steel Supply Divisions.

Tall Tale From Texas. This immense TV tower near Dallas is almost ⅓ of a mile high (1,521 feet to be exact). Naturally, they don't want it to fall down, so it is anchored with about five miles of USS Tiger Brand guy line. The guys range from 1⅜ to 2 inches in diameter. They are anchored in concrete as far as 1,050 feet from the base of the tower.

Stainless Steel Telephone Booth. Here's the last word in outdoor telephone booths. It has a translucent skylight dome, fluorescent lamps and even boasts an electric eye to turn lights on when it becomes dark! It is made almost entirely from USS Stainless Steel to assure complete immunity to weather, wear and abuse. Since the gleaming surface can't wear off, it will stay permanently bright and attractive, requires no maintenance.

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SEE The United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

TRUCKERS MAKE BID FOR VHF TV CH. 2

American Trucking Assns. asks FCC to set aside that facility for use in communications system of transportation industry. Affirmative action would displace 35 stations now on air.

DANGER that tv's ch. 2 might be taken away from broadcasting cropped up last week with a petition to the FCC from the American Trucking Associations Inc. that the Commission reallocate that channel for fixed scatter service.

ATA, national trade association of the motor carrier industry, made its proposal to withdraw ch. 2 from tv service in a reconsideration request of the FCC's recent split channel action wherein it decided not to split channels in the 25-50 mc band [B•T, Oct. 8].

The ATA pointed out that the motor carrier industry is allocated for its mobile communications 12 frequencies in the 25-50 mc band, three of which are shared with passenger carriers. These frequencies, as well as other motor-carrier assignments, are now severely congested and conditions are getting worse, the ATA complained.

"The Commission's decision not to reduce channel separations in the 25-50 mc band, which offered the best prospect for immediate satisfaction of the motor carrier industry's need for additional assignments in the vhf band, will . . . very adversely affect the radio use of the motor carrier industry," the ATA petition stated.

The continuation of operations in the 25-50 mc band with 40 kc channel spacing will not, as the FCC anticipates, slow down the equipment investment in this band, but will have the contrary effect of greatly increasing congestion "and consigning the motor carrier industry to 50% utilization of its assigned frequencies in the vhf band," the ATA declared.

The petition argued that ". . . channel splitting in the 25-50 mc band *now* would relieve the existing and prevent future congestion and provide the much needed additional frequencies without substantially affecting the equipment investment in this band, which is bound to keep growing whether or not channel splitting is approved." A channel-separation of 20 kc would about double the number of assignments in the 20-50 mc band and provide the immediate relief necessary, the ATA said.

Setting aside ch. 2 for mobile-service use would not be without precedent, the ATA contended, pointing out that the present allocations between 44 and 50 mc are derived from what was formerly ch. 1. It also would be consistent with the proposal to move all tv to uhf, the association added. In conjunction with the recommendation to reallocate ch. 2, the ATA said it would then be possible to split channels above 40 mc in the 25-50 mc band because the incidence of skip interference decreases the higher one goes in that band.

ATA recommended that "a suitable amortization period" be provided in the event the 25-50 mc band is vacated to make room for scatter. This would lessen the problem of equipment obsolescence, the petition asserted. ATA's recommendation proposed that like amortization provisions "would also apply to the television licensees on ch. 2 to enable them and the viewing public to amortize their existing equipment."

HIT BY A TRUCK

An Editorial

JUST about the most ridiculous request to be filed with the FCC since it began business is the petition of the American Trucking Assn. that ch. 2 be withdrawn from television service to expand highway trucking communications.

Trucking is a commercial business. There is no "safety of life" factor in its communications, as in aviation or shipping which cannot use wire communications. Trucks must stop for servicing at regular intervals. They can use wire communications at those points. Or they can use short-range communications of the "wired wireless" type that adhere to power or telephone lines along highways.

There is no use of the spectrum more important than service to the public, except that which involves safety of life and the national welfare. We think the trucking association petition, which is simply the front-runner for other industrial users who covet the scarce vhf band, will get nowhere. It would seek to eliminate 35 tv stations serving millions of people. It is an insult to the FCC's intelligence and an effrontery to the very public the truckers serve, to make the proposal.

TASO BOARD HOLDS ITS FIRST MEETING

Over $50,000 pledged for research program to gather technical data; paid executive to be hired with Loughran mentioned for post.

PRIMED with a potential war chest of over $50,000, the first board of directors meeting of the Television Allocations Study Organization (TASO) met last week in Washington.

Harold Fellows, NARTB president, was chosen chairman of last week's meeting. The chairmanship will be rotated among the five groups represented on the board at subsequent meetings, it was announced.

The TASO board agreed to confine the research program—instigated at the behest of the FCC to evaluate uhf and vhf propagation and equipment—to the gathering of technical data, it was understood. There had been, at one time, the thought that the program would also involve economics and policy.

It also was agreed to retain a paid executive. The name of Arthur V. Loughran, former Hazeltine research vice president and presently president of the Institute of Radio Engineers, has been prominently mentioned as being sought for the post. It was understood that Mr. Loughran's answer to the offer to head TASO would be forthcoming by Oct. 31. The next board meeting is scheduled to be held in Washington Nov. 9.

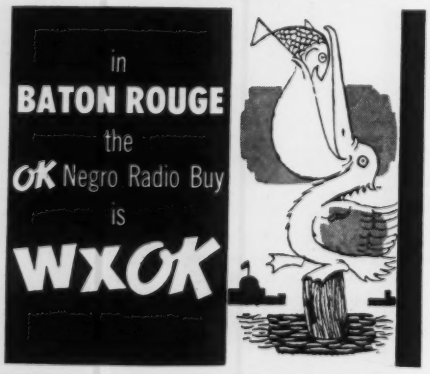
Pledges of financial support have been received from the following, in these amounts, it is understood: NARTB, Assn. of Maximum Service Telecasters, RETMA and Joint Council on Educational Tv, $12,000 each; Committee for Competitive Tv, $6,000.

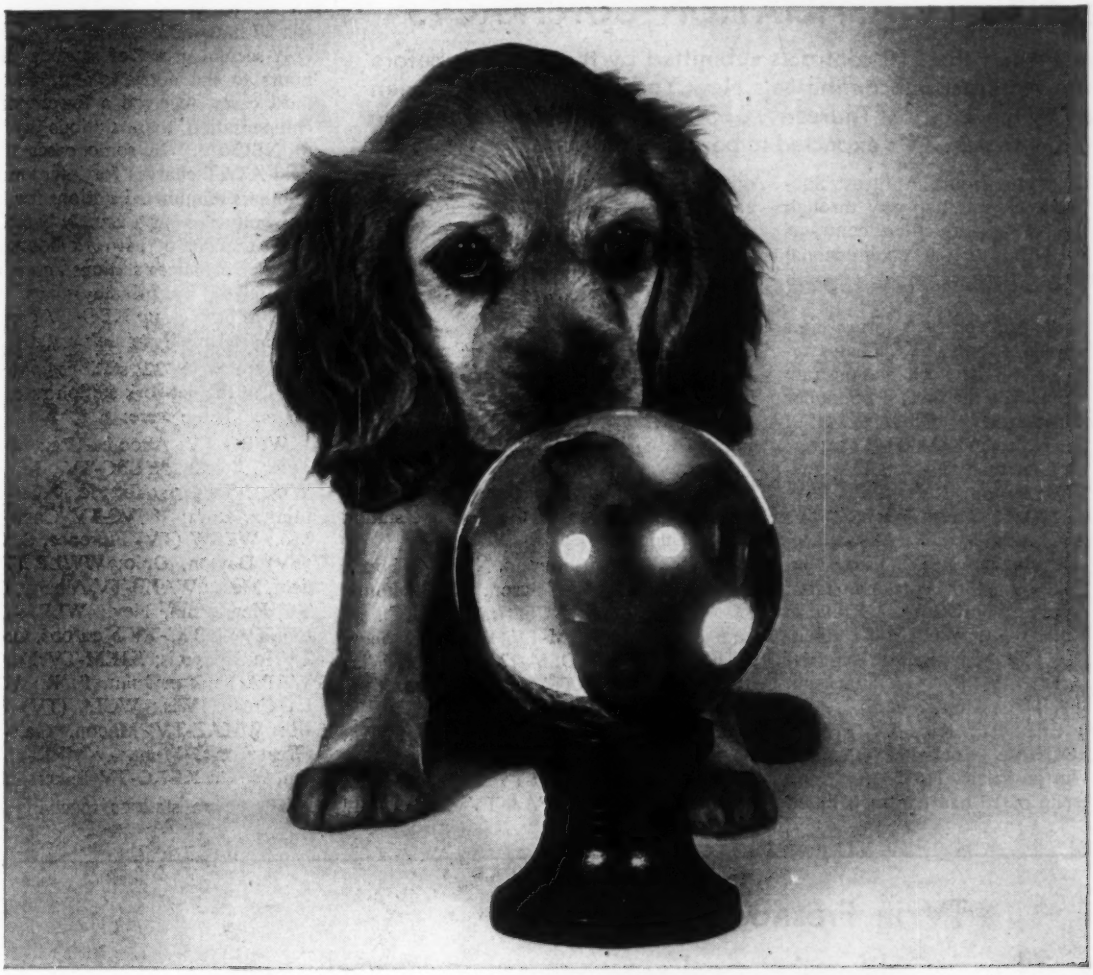
Those attending the board meeting were: NARTB—Harold Fellows and Thad H. Brown Jr.; AMST—John S. Hayes (WTOP-TV Washington) and John H. DeWitt Jr. (WSM-TV Nashville); RETMA—William L. Reynolds and H. E. Bernstein; JCET—Ralph Steetle and Dr. Edgar Fuller; CCT—John G. Johnson (WTOB-TV Winston-Salem) and William L. Putnam (WWLP [TV] Springfield, Mass.).

Also present at the meeting were Seymour Krieger, JCET counsel; Ernest W. Jennes, AMST counsel; Harold Head, AMST engineering consultant; George R. Townsend, CCT engineering consultant, and Cy Braum, JCET engineering consultant.

Thoms' Overlap Questioned

QUESTIONS of signal overlap were raised by the FCC last week in advising Harold H. Thoms that a hearing may be necessary on his application for a new am station at Sylva, N. C. The Commission letter noted that a grant of the Sylva application would give Mr. Thoms and family interests in six radio operations in North Carolina, three in the western part of the state. Thoms' North Carolina broadcast interests include WCOG Greensboro, WISE Asheville, WKLM Wilmington, WMMH Marshall and minority (25%) interest in WAYS Charlotte. Mr. Thoms also owns 75% of WEAM Arlington, Va.





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CELLER SUBCOMMITTEE BARES DETAILS OF 105 NBC-TV AFFILIATION CONTRACTS

That total—half the 210 contracts submitted by the network before the House Antitrust Subcommittee's New York hearings—had been classified by the staff last Thursday. CBS-TV contracts also have been examined with ABC-TV's expected to be submitted soon.

THE STAFF of the House Antitrust Subcommittee last week was half-way through classifying the 210 tv affiliation contracts submitted by NBC to the congressional group at hearings in New York last month [B•T, Oct. 1].

A check of the 105 contracts sorted as of Thursday showed 23 NBC-TV affiliates receive 33⅓% of the network station rate after they have waived the first 24 hours per month to the network.

These stations are: KOA-TV Denver; WLWT (TV) Cincinnati; WSLS-TV Roanoke; WBZ-TV Boston; KYW-TV Cleveland; WHO-TV Des Moines; WLWC (TV) Columbus, Ohio; WTMJ-TV Milwaukee; WABT (TV) Birmingham; WOC-TV Davenport, Iowa; KPTV (TV) Portland, Ore.; KVOO-TV Tulsa; WSYR-TV Syracuse; WDAF-TV Kansas City; WHAM-TV Rochester; WRGB (TV) Schenectady; KCEN-TV Temple, Tex.; WLBT (TV) Jackson, Miss.; WSFA-TV Montgomery, Ala.; WICU (TV) Erie, Pa.; KMJ-TV Fresno, Calif.; KROC-TV Rochester, Minn.; WSJS-TV Winston-Salem, N. C.

Another group of 13 had contracts based on 24 hours free time to networks monthly and compensation of 30% of the network station rate. These were:

WXEX-TV Petersburg, Va.; KVIP (TV) Redding, Calif.; KALB-TV Alexandria, La.; KWWL-TV Waterloo, Iowa; WKNB-TV New Britain, Conn.; KCRA-TV Sacramento, Calif.; WJBF (TV) Augusta, Ga.; WEAU-TV Eau Claire, Wis.; KVAL-TV Eugene, Ore.; WJHP-TV Jacksonville, Fla.; KARK-TV Little Rock, Ark.; WFLA-TV Tampa, Fla.; KHAS-TV Hastings, Neb.

Other stations, which gave varying numbers of hours of free time and received varying percentages of the network station rate, included these:

WITN (TV) Washington, N. C., 40 hours, 30%; KVOA-TV Tucson, 40.3 hours, 33⅓%; WUSN-TV Charleston, S. C., 30 hours, 30%; KOAM-TV Pittsburg, Kan., 36 hours, 30%; WDSM-TV Superior, Wis., 35 hours, 30%; KTSM-TV El Paso, Tex., 50 hours, 33⅓%; WSPD-TV Toledo, 36 hours, 30%; WMTV (TV) Madison, Wis., 24 hours, 25%; WALA-TV Mobile, Ala., 30 hours, 30%; KCBD-TV Lubbock, Tex., 35 hours, 25%; WFAA-TV Dallas and WBAP-TV Fort Worth, 12 hours each, 33⅓% each; WMBV-TV Marinette, Wis., 46 hours, 30%; WTVO (TV) Rockford, Ill., 27 hours, 33½%.

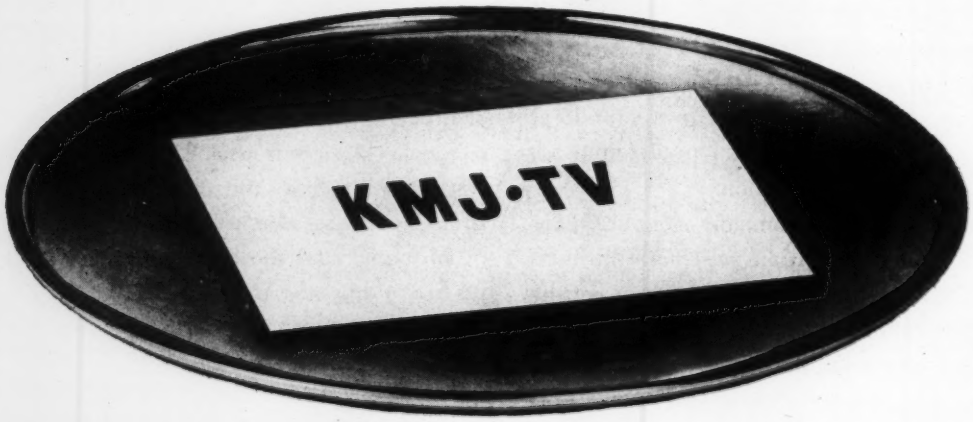
A second group of stations gave no free hours to the network and, accordingly, in most cases, received a lower percentage of compensation than stations waiving hours to NBC-TV. In some cases the network paid AT&T charges for interconnection and in others reimbursed stations for line charges in whole or in part, usually based on a minimum number of network hours used. But in other instances stations agreed to arrange themselves, by private relays and off air pickups, to pick up NBC-TV programs from nearby terminal points or stations.

There were 22 stations which received 25% of the network station rate, waiving no hours. These were:

WFBG-TV Altoona, Pa.; KLTV (TV) Tyler, Tex.; WLBC-TV Muncie, Ind.; WDBO-TV Orlando, Fla.; KTVO (TV) Ottumwa, Iowa; KFVS-TV Cape Girardeau, Mo.; WTBW (TV) Florence, S. C.; WLWD (TV) Dayton, Ohio; WWLP (TV) Springfield, Mass.; WALB-TV Albany, Ga.; KLRJ-TV Henderson, Nev.; WLEX-TV Lexington, Ky.; KBES-TV Medford, Ore.; WFBM-TV Indianapolis; KIEM-TV Eureka, Calif.; WAPA-TV San Juan, P. R.; WKBT (TV) La Crosse, Wis.; WCIA (TV) Champaign, Ill.; WMAZ-TV Macon, Ga.; KFBB-TV Great Falls, Mont.; WMFD-TV Wilmington, N. C.; KERO-TV Bakersfield, Calif.

The seven stations receiving 20%, with

TV in Fresno--the big
inland California market--means



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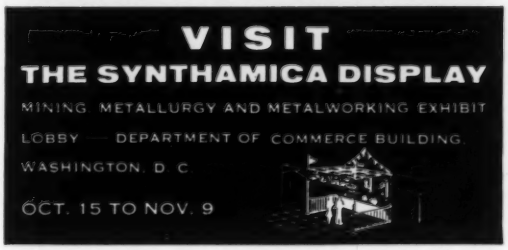

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no waived hours, were WFLB-TV Fayetteville, N. C.; WTOK-TV Meridian, Miss.; WTAP-TV Parkersburg, W. Va.; KCJB-TV Minot, N. D.; KRBB (TV) El Dorado, Ark.; KRBC-TV Abilene, Tex.; KQTV (TV) Fort Dodge, Iowa.

Those receiving 15% with no waived hours: WCBI-TV Columbus, Miss.; KLIX-TV Twin Falls, Idaho; KENI-TV Anchorage, Alaska; KFAR-TV Fairbanks, Alaska; KMID-TV Midland, Tex.; WCTV (TV) Thomasville, Ga. (Tallahassee, Fla.); KHAD-TV Laredo, Tex.; KRDO-TV Colorado Springs, Colo.; WJDM (TV) Panama City, Fla.; KSBW-TV Salinas, Calif.; KVSO-TV Ardmore, Okla.; WDAM-TV Hattiesburg, Miss.; KSWS-TV Roswell, N. M.

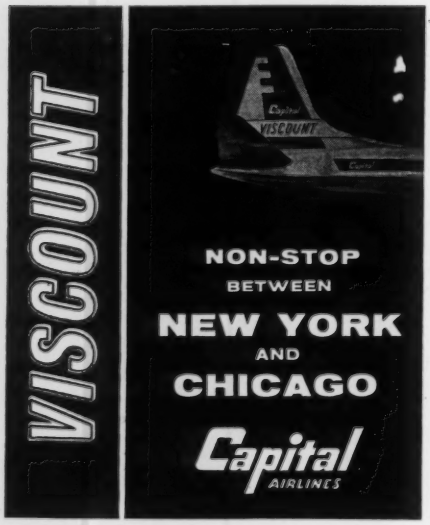
Stations which received 10% compensation, with no waiver of hours, were KXLF-TV Butte, Mont.; KUAM-TV Agana, Guam; KID-TV Idaho Falls, Idaho; WMSL-TV Decatur, Ala.; KFSA-TV Fort Smith, Ark.; KIVA (TV) Yuma, Ariz.

Receiving 30% with no waived hours: KTBC-TV Austin, Tex.; WFIE (TV) Evansville, Ind.; KNOE-TV Monroe, La.; WKNY (TV) Poughkeepsie, N. Y.; WHIZ-TV Zanesville, Ohio.

NBC had a contract with WDAY-TV Fargo, N. D., for 33⅓% compensation, with no waived hours, and with WBTV (TV) Charlotte, N. C., for 25% of gross station network rate billed to sponsor before discounts, rebates and agency commissions and with no waived hours.

The subcommittee staff said ABC-TV is expected to submit affiliation contracts soon which have been standardized throughout.

The House group's staff already has sorted out CBS-TV affiliation contracts according to type. CBS-TV has been moving toward standardizing its contract form with affiliates (based on 30% of gross time charges, with the station waiving five hours a week). But many CBS-TV contracts still in effect are worked out on a sliding scale in which the network, instead of requiring a minimum number of hours be waived, merely pays a lower percentage on the first hours, with the percentage increasing on a sliding scale as the station telecasts more network programs.



For instance, three stations, WJW-TV Cleveland, WJBK-TV Detroit and WBRC-TV Birmingham are paid 10% for the first 5 hours, 20% for the next 5 hours and 37½% for all hours over 10. WBNS-TV Columbus receives 10% for the first 5 hours, 20% for the next 5 hours, 10% for the next 5 hours, 34% for the next 10 hours and 36% for all hours over 25.

WHEN-TV Syracuse waives the first 5 hours, gets 33½% for the next 25 and 35% for all hours over 30. WTAR-TV Norfolk, which has no option time in its contract, gets 10% for the first 5 hours, 20% for the second 5 hours and 35% for all hours over 10. KFMB-TV San Diego gets 30% for the first 5 hours, 33⅓% for the next 10 hours and 35% for all hours over 15.

All the tv networks have explained that some stations are able to get better "deals" through their bargaining power as an outlet in a one- or two-station market. Where some stations appear to be getting less than others in comparable markets, the difference has been laid to the high cost of the line haul interconnecting the station with the network.

MINORITY PROTESTS 'DRAFT' BY EVINS

Republican members of House Small Business Committee accuse subcommittee head of playing politics.

THE five Republican members of the House Small Business Committee last week charged Rep. Joe L. Evins (D-Tenn.), chairman of a subcommittee which has been studying federal regulatory agencies, with use of his position "for unadulterated and unadorned political purposes."

The GOP minority members of the committee made the charges in entering a "vigorous protest" to release Oct. 19 by Rep. Evins of a "draft" report alleging White House influence on the FCC and other federal regulatory agencies, which he said fostered monopoly in the industries under their regulation and removed the agencies themselves from congressional control [AT DEADLINE, Oct. 22].

Rep. Evins released the "draft" of a proposed subcommittee report with an accompanying statement in which he charged an "earlier" draft of the document had been "leaked" to persons outside the committee, among them CBS and NBC. He added that it had been reported officials of the networks "are reviewing, criticizing and perhaps advising persons in responsible positions on courses they desire to be taken regarding this report," which he felt amounted to "lobbying" against issuance of the report. Release of the "draft" was acknowledged by Rep. Evins as his own idea and he noted it had not been signed by the other two members on the three-man subcommittee.

Both networks denied seeking or seeing the report or engaging in the activities alleged by Rep. Evins.

The protest last week was signed by the committee's five Republicans—Reps. William S. Hill (Colo.), R. Walter Riehlman (N. Y.), Horace Seely-Brown Jr. (Conn.), William M. McCulloch (Ohio) and Timothy P. Sheehan (Ill.).

The GOP members said the draft was filed without adequate time for consideration by the minority members and for minority views as required by House "rules and precedents." H. Res. 114, authorizing the committee's activities, allows reports only by the full committee, they added.

Arguing that minority members should have a "reasonable and respectable time" to study reports and present their views, the GOP statement said the Oct. 23 "deadline on a report received on Oct. 22 is arbitrary and unwarranted."

The statement noted that the draft report refers to "thousands of pages of documents and hearings [and] we anticipate a time-consuming task in making the detailed analysis which we believe is necessary."

One difficulty in drawing conclusions from testimony before other congressional committees, the GOP members said, is testimony to the House Antitrust Subcommittee. They said they were advised by Rep. Emanuel Celler (D-N. Y.), chairman of the Antitrust Subcommittee and the parent Judiciary Committee, that members have come to no conclusions on the testimony and such conclusions, when made, may be "entirely different" from those made in the Evins draft.

The GOP members concluded: "In the name of small business and fair play we urge that this unhappy attempt to use the House Small Business Committee for unadulterated and unadorned political purposes be stopped. We expect at the proper time to call this matter to the attention of the House of Representatives."

The statement, a telegram, was addressed to Chairman Wright Patman (D-Tex.) of the House Small Business Committee.

Reports from Rep. Celler indicated last week that the GOP statement is correct in stating Rep. Celler and other members of the House Judiciary Committee will not come to a conclusion on the Anitrust Subcommittee's investigations until members have examined the complete hearing record. It was noted that the record not only is "voluminous," but that additional documents were added to it.

The draft report issued by Rep. Evins had charged excessive control by the Executive Branch over federal regulatory agencies, which he said were created by Congress to be delegated authority resting in the latter body. He said control had shifted largely over to the White House partly through enactment of proposals made "in the name of 'efficiency' " by the Hoover Commission and through other more gradual processes. The draft report recommended several measures to restore control to Congress.

The Evins subcommittee held hearings last spring after charging it had evidence of White House influence in FCC decisions. CBS and RCA-NBC files were subpoenaed, but the FCC never was called to testify [B•T, March 26]. The House Antitrust Subcommittee heard a number of witnesses, including the tv networks and the FCC, in its hunt for monopoly in the broadcast industry, winding up hearings in New York last month [B•T, Oct. 1].

Behind the "freedom curtain"

A simple curtain of cloth—not iron or bamboo—is a symbol of our liberties. It helps to protect the right to vote privately and freely. By voting, we reaffirm our faith in the American form of government and make our voices heard in matters affecting the preservation of our heritage and way of life. To vote is a right and a privilege . . . and a *responsibility*. To vote intelligently is a duty.

Be sure to VOTE on Nov. 6th

Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 Madison Avenue, New York 10, N. Y.

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SIX FIRMS ANSWER CHARGES BY FTC

Six of nine manufacturers admit radio-tv promotion practices, but deny they are illegal. Issue of legality will affect status of similar plans.

SIX manufacturing firms last week admitted they participated in area merchandising plans with network-owned radio-tv stations and food or drug chains.

But they denied charges by the Federal Trade Commission that such practices violated provisions of the Robinson-Patman Act. Thus, the FTC was in position to act on its complaints strictly on the issue of legality.

The six firms last week answering FTC charges brought in July [B•T, July 30] were Sunshine Biscuits Inc. (cookies, crackers), Groveton Paper Co. (paper napkins), Hudson Pulp & Paper Corp. (paper napkins, towels), P. Lorillard Co. (cigarettes), Piel Bros. (beer) and Sunkist Growers Inc. (fruit juices). They asked dismissal of the FTC complaint.

Also answering, but denying it dealt directly with food and drug chains because it sells only to its distributors (bottlers) was Pepsi Cola Co. (soft drinks).

Two other firms included in the charges, Coca-Cola Bottling Co. (soft drinks) and General Foods Corp., asked for and received extensions of time to Oct. 31 to answer the charges. All the answers had been due last Wednesday at the FTC.

The FTC charges that these firms favor some of their chain store customers over competing independents and others in violation of Sec. 2 (d) of the Robinson-Patman Act, which provides that a manufacturer or wholesale distributor must not grant promotional or other allowances to some of its customers without making the same allowances available to competitors on a proportionately equal basis.

The firms granted added allowances to the food and drug chains, the FTC has charged, by buying advertising time on specific network-owned radio or tv stations at regular station card rates, in return for which the station arranged for special displays of the manufacturer's product in all the stores of the chain. The chain stores agreed to the in-store displays in return for free advertising on the radio or tv station, the FTC said.

Although the FTC complaints implicate only network-owned stations, the action is looked upon as a threat to merchandising concepts developed throughout the broadcast industry in recent years. If the FTC finds the practices illegal and orders them stopped, and if the agency is supported by the courts in any possible appeals, then the whole concept of merchandising-promotion aid by broadcast stations will have to be curtailed or discarded.

CBS, not a respondent although involved in some of the complaints, has petitioned to intervene in the case, but two FTC hearing examiners have recommended against this petition on grounds the network's interest is too indirect.

The six firms admitted they contracted for time with ABC, CBS or NBC radio or tv stations at regular station rates after the network stations "as added inducement," told the respective firms they would have their products specially displayed in the chain stores.

But they denied that such agreements and time purchases constituted a benefit to some customers, while others did not receive such benefits on a proportionately equal basis, as charged by the FTC. They also denied that the network or its owned station had served as a "medium or intermediary" between the manufacturers and the food and drug chains alleged by the FTC to have received allowances not made available to competitors of the chains. They also denied FTC charges that their payments to the network stations included compensation or payment to the allegedly favored customers for promotional service and denied the payments for time were made to benefit "any customer of the respondent."

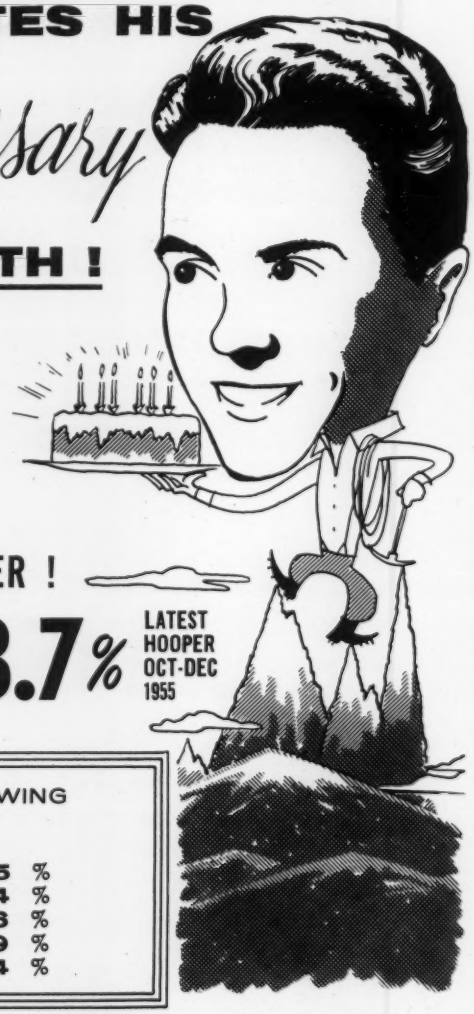
The FTC charges, citing dates back to 1952, involve the firms with these stations:

Pepsi Cola: WABC-TV New York, WCBS New York, KMOX St. Louis, WRCA New York.

Hudson Paper: WBKB (TV) Chicago, WCBS, WRCA.

Sunshine Biscuits: WBKB, WRCA,

"UNCLE EDDIE" MEATH CELEBRATES HIS 6th Anniversary THIS MONTH !



He and his "MUSICAL CLOCK" have always been ON TOP IN ROCHESTER !

Share of Audience 43.7% LATEST HOOPER OCT-DEC 1955

AND LOOK AT THIS GROWING RATING RECORD:

1951 . . . . . 4.5 %
1952 . . . . . 5.4 %
1953 . . . . . 6.6 %
1954 . . . . . 6.9 %
1955 . . . . . 7.4 %

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

CBS WHEC of Rochester NEW YORK 5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

Wire photograph of Georgi Malenkov in one of his happier moods

"Thank you, America, for what you're doing to your railroads!"

We're not alarmists, but the current plight of America's railroads must give quite a chuckle to the men in the Kremlin.

Our railroads, after all, are our first line of transportation defense. ***In World War II they carried 90% of all military supplies, and carried 95% of all military personnel.***

And right now the railroads are having a rough time handling present demands—to say nothing of what they'd be up against in a national emergency.

At this very moment the nation is suffering from a shortage of over 100,000 freight cars.

You may not realize it, but the situation is so serious that our farmers and other producers can't get their products to market. Boats have been tied up in harbors for days on end, waiting for freight cars to unload their cargo.

What would happen if the Suez crisis suddenly burst into flame? What would happen if the Reds suddenly struck somewhere else?

It's not a pleasant thought. The bald truth is that our railroads are being starved to death through political regulation. They lost over a half *billion* dollars last year on their passenger business alone. They are fighting for their lives in the face of *subsidized* competition from highly prosperous users of airways, waterways and highways. They are being hit right and left by murderous and discriminatory taxes.

The Central's answer:
17,000 new freight cars

In spite of all these handicaps, the Central has ordered more than 17,000 new freight cars, at a cost of over $178,000,000. That's right—over seventeen *thousand* freight cars—enough to make a train that would stretch almost from New York to Washington.

You can bet they'll be a big help. But this is only the beginning of what we want to do and *would* do if we were allowed to stem our losses and run our business the American way instead of the Russian way. (The Russian way is without profit.)

Not until the railroads are allowed to make a fair return—just like America's retail stores, coal operators, manufacturers and public utilities—can we be expected to replace our worn-out equipment. (*More than one-third of U. S. freight cars are over 25 years old . . . and more than two-thirds of U. S. passenger cars are over 25 years old!*)

Not until the railroads are allowed to make a fair return can we give the nation the truly modern railroad service that present-day technology makes possible.

And, far more importantly, not until then can our railroads be ready to meet any crisis that the Kremlin could precipitate.

New York Central Railroad

WMAQ Chicago.

Piel Bros.: WABC-TV, WCBS, WRCA.

Groveton: WABC-TV, WEEI Boston.

Sunkist Growers: WABC-TV, WCBS, WRCA.

P. Lorillard: WABC-TV, WBBM Chicago.

Coca Cola: WABC-AM-TV, WCBS, WRCA.

General Foods: WABC-TV, WBKB, KABC-TV Los Angeles, WBBM, WEEI, KMOX, WRCA, WRC Washington, KNBC San Francisco, WMAQ, WTAM Cleveland (now owned by Westinghouse).

Cps for Seven New Ams Granted by Commission

FIVE new am grants were issued by the FCC last week, and two contested decisions were made final. They were for:

Tulare, Calif.—San Val Broadcasters, 1370 kc, 1 kw, daytime. Robert T. McVay, sports director, KYOS Merced, Calif., and Gene V. Mitchell, business interests, are equal partners.

Saline, Mich.—The Saline Broadcasting Co., favored in an initial decision [B•T, Sept 24] for 1290 kc, 500 w, daytime, was granted the facility, effective immediately. Principals are President Meredith Bixby (25%), producer of school entertainment programs; Vice President Eugene H. Hannah (25%), general contractor-interior decorator, and Treasurer Henry Leutheuser (25%), hotel and restaurant owner.

Winona, Minn.—Winona Broadcasting Co., 1570 kc, 1 kw, daytime. Albert S. Tedesco, Winona principal, is majority owner, KDUZ Hutchinson, Minn.

Kearney, Neb.—Elbert M. Gallemore Sr., 1460 kc, 5 kw, daytime. Mr. Gallemore has construction-contractor interests.

Eatontown, N. J.—The application of Harold M. Gade for 1410 kc, 500 w, daytime, favored in an initial decision [B•T, Sept. 24], was granted. Monmouth County Broadcasters' application seeking the same facilities in Long Branch, N. J., was denied for failure to prosecute.

Roanoke, Va.—Elmore D. Heins and Reba Figgatt Heins, 910 kc, 1 kw, daytime. Mr. Heins is president and 38% stockholder of National Theatre Corp., Roanoke.

Prosser, Wash.—Prosser-Grandview Broadcasters Inc., 1310 kc, 1 kw, daytime. Grandview principals are president and 41% owner, Forrest H. Bishop, employe of KWIE Kennewick, Wash., and Jack L. Quinn (16.6%), vice president, general manager of Richland, Wash., Tv Cable Corp.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 8

(Figures in parentheses indicate dates oral arguments were held.)

Miami, Fla., ch. 10 (7-18-55); Seattle, Wash., ch. 7 (10-31-55); Paducah, Ky., ch. 6 (3-12-56); Indianapolis, Ind., ch. 13 (5-25-56); St. Louis, Mo., ch. 11 (7-9-56); Charlotte, N. C., ch. 9 (6-25-55); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56).

AWAITING ORAL ARGUMENT: 6

(Figures in parentheses indicate dates initial decisions were issued.)

Boston, Mass, ch. 5 (1-4-56); McKeesport-Pittsburgh, Pa., ch. 4 (4-23-56); Biloxi, Miss., ch. 13 (6-5-56); San Francisco-Oakland, Calif., ch. 2 (6-25-56); Pittsburgh, Pa., ch. 11 (7-3-56); Coos Bay, Ore., ch. 16 (7-20-56).

AWAITING INITIAL DECISION: 3

(Figures in parentheses indicate dates records were closed after hearings.)

Hatfield, Ind.-Owensboro, Ky., ch. 9 (1-7-55); Toledo, Ohio, ch. 11 (1-26-56); Onondaga-Parma, Mich., ch. 10 (3-2-56).

IN HEARING: 4

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Pachuta, Miss., ch. 7; Mayaguez, P. R., ch. 3.

IN COURT: 9

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Pittsburgh, Pa., ch. 11; Sacramento, Calif., ch. 3; Shreveport, La., ch. 12; Fort Wayne, Ind., ch. 69; Fresno, Calif., ch. 12; Miami, Fla., ch. 17; Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Shreveport, La., ch. 3 (denied by appeals court; petition for writ of certiorari submitted to U. S. Supreme Court).

WEOA-WEHT (TV) Sale Heads Approvals at FCC

THE $820,000 sale of WEOA-WEHT (TV) Evansville, Ind., by Malco Theatres to a syndicate headed by Cincinnati capitalist Henry Hilberg topped the list of station sales approved by the FCC last week.

The purchasing group, WEHT Inc., includes (besides Mr. Hilberg) James R. Clark Jr., Cincinnati attorney, who with Mr. Hilberg will hold equal majority interest; Edwin G. Richter, sales manager of WTVN-TV Columbus, Ohio, and Ernest Felix, Miami, Fla., radio-tv management consultant and former ABC-TV executive. Both WEOA (1400 kc, 250 w) and ch. 50 WEHT are affiliated with CBS. Other FCC approvals:

KRIS Corpus Christi, Tex.—Sold by Gulf Coast Broadcasting Co. to South Texas Broadcasting Co. for $255,000. South Texas principals own KTHT Houston, Tex., and include former (1953-55) Houston mayor Roy Hofheinz, 25% KTHT owner, who also owns 16% of KTRK-TV there.

KXLR North Little Rock, Ark.—Sold for $81,460 by John F. Wells, Phillip G. Back and others to Sanders Arkansas Broadcasting Inc. The Sanders company is headed by J. M. Sanders, Dallas, agency owner.

KRSN-AM-FM Los Alamos, N. M.—Sold by Sunshine Broadcasting Co. to Virgil Allen Parker III and Darrel K. Burns for $62,000. Messrs. Parker and Burns are commercial manager and merchandising manager, respectively, of KORE Eugene, Ore.

Application was filed last week seeking FCC approval of the $455,000 sale of WRIT Milwaukee, Wis., from McLendon Investment Corp. to Radio Milwaukee Inc. Radio Milwaukee is 50% owned by H & E Balaban Corp. (theatre interests) and 25% each by Harold S. Lederer and Leo M. Lederer, who control Atlantic Brewing Co. (Tavern pale beer), Chicago. H & E Balaban Corp. owns 50% of WTVO (TV) Rockford, Ill.; 50% of WICS (TV) Springfield, Ill.; 50% of WMCM (TV) Grand Rapids, Mich., and is applicant for tv stations in White Heath, Ill. (ch. 21), and Birmingham, Ala. (ch. 42).

Also filed last week was an application seeking FCC approval of the sale of WSFA Montgomery, Ala., from WKY Radiophone Co. to Charles W. Holt (70%), Connie I. Holt (10%) and Robert N. Robinson (20%). The sale price is $175,000 and does not include the tv affiliate, WSFA-TV. The WKY company owns WKY-AM-TV Oklahoma City, WSFA-AM-TV and WTVT (TV) Tampa, Fla. The Holts control WHSY Hattiesburg, Miss. (51%), WHNY McComb, Miss. (55%), and WHXY Bogalusa, La. (54%). Mr. Robinson owns 24.5% of WHSY.

Walla Walla Ch. 8 Grant Goes to KIMA-TV Affiliate

A NEW tv station on ch. 8 at Walla Walla, Wash., was awarded by the FCC last week to Walla Walla Tv Co., which is owned 100% by Cascade Broadcasting Co. (KIMA-AM-TV Yakima, Wash.).

Proposals for the planned Walla Walla operation include an effective radiated power of 3.04 kw visual with antenna height 10 ft. above average terrain. Construction and first year operation costs, respectively, were listed at $51,405 and $100,000.

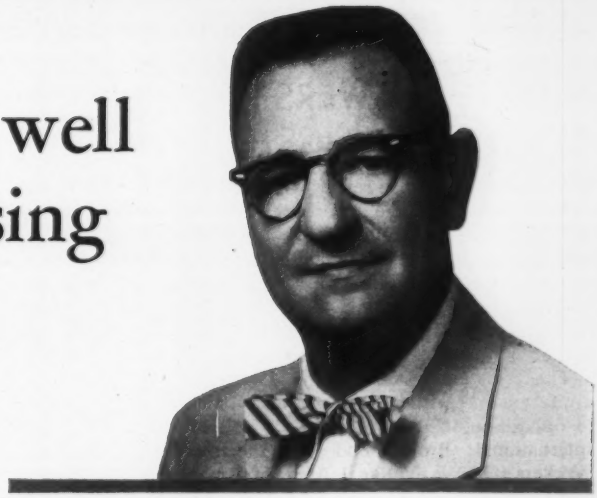
Cascade also owns and operates as satellites of the Yakima tv outlet ch. 19 KEPR-TV Pasco, Wash., and ch. 3 KLEW-TV Lewiston, Idaho. Cascade also holds 40% interest in KWIE Kennewick, Wash.

XETV (TV) ABC-TV Affiliation Is Legal, Commission Rules

ABC-TV affiliation with XETV (TV) Tijuana, Mex., does not violate the Communications Act or any treaty with Mexico, the FCC ruled last week. The Commission affirmed its decision of Nov. 23, 1955, granting without hearing ABC's application to transmit live telecasts to the ch. 6 Mexican outlet.

The ABC-XETV arrangement has been protested by San Diego stations KFMB-TV, CBS affiliate, and KFSD-TV, NBC affiliate. The FCC described as "vague contentions" charges by the protestants that the across-the-border affiliation contravened FCC rules and Mexican treaty provisions. The Commission said that ABC, "faced with a practical inability to secure a full-time affiliate in the important San Diego area, and unwilling as an aggressive network competitor any longer to be satisfied with its present arrangements, has gone beyond the borders of the U. S. for an affiliate."

"We could never feel well informed on advertising without Ad Age"



says: **J. WARD MAURER**
Vice-President of Advertising
Wildroot Company, Inc.

"In our business, advertising is such an important factor that to be informed on the ever-changing advertising scene is of paramount importance. I do not and could never feel that I was really well informed on advertising without regular sessions with my copy of Advertising Age. This feeling is shared by other executives and every member of my department who are directly interested in how we plan and expedite our advertising program."

J. WARD MAURER

Mr. Maurer began his career in advertising and business 26 years ago when he became associated with the Wildroot Co. In 1942, he was promoted to advertising manager, in 1947 to director of advertising and in 1955 to vice-president.

Administering an advertising budget that exceeds $3,500,000 annually in the U.S. alone, Mr. Maurer also supervises Wildroot advertising in Canada, Cuba, Mexico and British South Africa where Wildroot has manufacturing operations, and in many other foreign countries where Wildroot products are sold. Among his many honorary positions are such titles as Chairman of the Board of the Advertising Research Foundation and past Chairman of the Board of the Association of National Advertisers.

Keeping informed on advertising and marketing means regular weekly sessions with Ad Age for most of the executives who are important to you. When it comes to performance in providing coverage of up-to-the minute news, trends and developments, AA stands in advertising where the Yankees stand in baseball. It's tops—not only to those who *activate* but to those who *influence* the important decisions on markets and media.

At Wildroot, for example, broadcast and Mr. Maurer's famous "Wildroot Cream Oil Charlie" jingle have been important selling forces. In 1944, Wildroot was the biggest spot radio user in the country, and during the first six months of 1956, ranked among the top 77 advertisers in TV broadcast. It s spot expenditures in TV alone for this period was over $555,000* and its TV network expenditures exceeded $666,400**.

During the year, a total of *104 paid subscription copies of Ad Age* get read, routed and discussed among advertising, marketing and other executives at Wildroot. Further, *14,664 paid subscription copies—282 every week—reach important executives at the agency handling Wildroot's advertising,* BBD & O.

Add to this AA's current 36,000 paid circulation, its unmatched penetration of advertising agencies with a weekly paid circulation of over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its top total readership of over 131,000—and you'll recognize in Advertising Age, a most influential medium for swinging broadcast decisions your way.

* N. C. Rorabaugh Co. for Television Bureau of Advertising
** Publishers' Information Bureau

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3

NARTB ANSWERS REMOTE CRITICS

NARTB last week filed replies with the FCC to comments by three labor organizations who oppose the Commission's proposed rulemaking to extend remote control authorization to all am and fm radio stations. Stations of 10 kw or less, with non-directional antennas, presently are authorized remote control.

The association said its reply comments are in answer to the "three principal letters in opposition to the proposal." These are International Brotherhood of Electrical Workers (IBEW), National Assn. of Broadcast Employes & Technicians (NABET) and American Communications Assn. (ACA).

To arguments that directional antennas are not stable enough for remote control operation, NARTB said its comments show stability is fully established and that the FCC's proposal to authorize remote control for directional antenna stations on a case-to-case basis will eliminate non-stable arrays from such authorizations.

To contentions that high-power transmitters are not sufficiently reliable for remote control operation, NARTB said high-power stations, because of the greater engineering complexity of transmitters and their wider coverage, should be treated differently than low-power stations. NARTB admitted a few high power transmitters, "in their present condition," are not reliable enough for unattended operation.

But, the association said, no broadcaster nor NARTB would recommend remote control authority for a transmitter that does not operate as well unattended as it does attended; if an "improper" remote control operation were attempted the FCC would soon discover it through field inspections or complaints; besides, the broadcaster realizes self-interest compels him to install a remote operation only when it will be as efficient as an attended one, the statement said.

NARTB called opponents' fears of excess outage time "unjustified," but expressed willingness to agree to "any reasonable regulations" to insure against this.

Thus, said NARTB, it is modifying its proposals to ask that remote control be granted to stations of more than 10 kw only when the station has an auxiliary transmitter of 5 kw or more which can be operated from the remote point and that the station make a reasonable showing of the reliability of its main transmitter.

NARTB said adoption of remote control would not result in degradation of FCC technical standards, but would add public service benefits.

Rule-Making Actions

IN rule-making actions last week, the FCC:

(1) Denied a petition by WTVO (TV) Rockford, Ill., for separate consideration of its proposal to delete ch. 3 from Madison, Wis., and to assign it to Rockford, Ill., by shifting assignment at Fond du Lac, Wis., from ch. 54 to ch. 68. The FCC said that the WTVO proposal can be considered with a notice of proposed rule-making already issued which would change from commercial to educational Madison's ch. 3, making that city all uhf.

(2) Denied a request by Texas Technological College Lubbock, to change commercial ch. 5 there to educational.

In a new rule-making request, WAYS Charlotte, N. C., asked the FCC to delete ch. 9 from Charlotte and substitute chs. 20 and 77 there. This would give Charlotte chs. 3 (operating WBTV [TV]), 20, 36, 42 (educational) and 77.

Court of Appeals Language Revised in Spartanburg Case

THE U. S. Court of Appeals last week revised the language of its Spartanburg, S. C., ch. 7 opinion to eliminate the reference to the Commission's April 30, 1954, order authorizing WSPA-TV Spartanburg to move its transmitter site from its projected location on Hogback Mt. to its present location on Paris Mt. The action removed doubt whether WSPA-TV would stay on the air.

The order [B•T, Sept. 10] now refers only to the Commission's final decision denying the protests of ch. 23 WGVL (TV) Greenville and ch. 40 WAIM-TV Anderson, both South Carolina, against the move. The court ordered the FCC to reopen the protest hearing to accept engineering testimony and to decide what it termed misrepresentations on the part of WSPA-TV.

If the original court order had been allowed to stand, WSPA-TV might have had to cease operating since its basic authorization to operate from Paris Mt. would have been rescinded. The Commission petitioned the court for a rehearing to rectify what it called an action beyond the jurisdiction of the court. The court, in a *per curiam* opinion last week, denied this petition, but revised the language of its September opinion to amend the challenged section.

Meanwhile, the FCC also asked the appellate court to withhold issuance of the mandate in this case in order to permit it to consider an appeal for review to the U. S. Supreme Court.

KCCC-TV Says It Wants Shot at KOVR (TV)'s V

IF CH. 13 KOVR (TV) Stockton, Calif., can't make a go of it from its present transmitter site on Mt. Diablo, ch. 40 KCCC-TV Sacramento says it's willing to switch to ch. 13, operate it from Mt. Diablo and take its chances.

KCCC-TV made a formal request for the Stockton facility last week and asked the FCC to accept its application and set it for hearing with KOVR's request to change transmitter site to Butte Mt., about 40 miles northeast of Stockton and 72 miles from its present site on Mt. Diablo. The proposed move has been protested by KCCC-TV [B•T, Sept. 24], which charges that KOVR is attempting to move in on Sacramento and secure the ABC affiliation now held by KCCC-TV.

FCC Upholds NBC Decision In Proposition Four Dispute

RECTITUDE of NBC in dealing with alleged partisan newscasts of Richfield Oil Corp. was upheld by the FCC last week when it told the California Committee Opposed to Oil Monopoly that it could find no evidence of wrongdoing or lack of responsibility on the part of the network in the controversial California referendum on oil conservation (Proposition Four).

The California committee had charged that the oil company was mixing political propaganda with its *Richfield Reporter* newscasts on NBC's western network. It also made the same charge against the commercial messages on the *Mayor of the Town* series sponsored by Richfield on seven California tv outlets [B•T, Oct. 22, 8].

Not only did NBC offer the medium of a forum or debate program for both sides to have their say, the Commission said it had determined, but also the network had offered the committee a 15-minute program. Both offers were declined by the committee, the Commission said.

Furthermore, the FCC said, it had been determined that only one mention of the disputed Proposition Four has appeared on the *Richfield Reporter* since Aug. 13 and that was a balanced presentation with pro and con comments. The Commission also noted that opponents of Proposition Four have been sold time for 72 announcements and proponents for 49 commercials, all being broadcast over KNBC San Francisco.

WAVY Ch. 10 Grant Appealed, Misrepresentation Alleged

CHARGES of misrepresentation in the ownership of WAVY Portsmouth, Va., were filed with the FCC last week by Beachview Broadcasting Corp., unsuccessful applicant for Norfolk-Portmouth ch. 10. At the same time Beachview also filed an appeal with the U. S. Court of Appeals in Washington against the Commission's May grant of the vhf facility to WAVY [B•T, June 4].

In a petition to reopen the record and for further hearing, Beachview alleged that WAVY failed to disclose that Carl J. Burkland, executive vice president and general manager of WAVY, was also a stockholder. It also alleged that WAVY failed to disclose that Richard Kellam, Virginia political leader, and Fred Haycox publisher of the weekly *Virginia Beach Sun Times*, were also stockholders.

In its court appeal, Beachview claimed that it was favored for the grant by an FCC examiner, but the Commission reversed the examiner and granted the facility to WAVY by a vote of three to two, with two commissioners abstaining. Earlier this month, the FCC turned down a Beachview petition for reconsideration.

RCA'S FOLSOM CALLS NTSC 'PHONY,' LABELS IT DEVICE TO STEAL COLOR TV

Competitor rigged the color tv standards committee to get system without paying royalties, RCA president charges. He predicts someone else will claim credit for system. Statement comes in time of heated controversy over color (see story page 84).

RCA PRESIDENT Frank Folsom said last week that the National Television Systems Committee, the voluntary industry group which developed compatible color tv standards in 1950-53, "was a phony." He made the charge last Thursday in Los Angeles at dedication ceremonies for a new $1.4 million distributing center for RCA Victor Distributing Corp.

Asked by newsmen for further clarification of the "phony" label, Mr. Folsom asserted: "NTSC was contrived by one of our competitors to get our system without paying any royalties." He did not identify the competitor.

In the same vein, Mr. Folsom told reporters, "Gentlemen, I predict that in your lifetime someone else will take credit for inventing the color tv system." Asked jokingly if he meant "someone in Russia," he replied, "It will probably be someone in the industry that you know today."

The RCA president's statement came in a week charged with color tv controversy. Earlier, RCA spokesmen had attacked an article in *Time* magazine ("Faded Rainbow," Oct. 22) which said "color tv has turned out to be the most resounding industrial flop of 1956." (See story page 84.)

Citing the bright future for color television set sales and NBC-TV's color programming contribution, Mr. Folsom recalled phases of color tv's development and asserted, "RCA made the color system . . . no one has yet made a successful color picture tube except RCA."

Other RCA executives present cautioned newsmen to be careful in distinguishing between the "standards" developed by NTSC and approved by FCC and the "system" developed by RCA. They also said that the NTSC specifications in the final analysis were virtually the RCA compatible color system.

Mr. Folsom did not expect color set prices to become lower "for the next year or so." He contended the $495 price is not high for today's standard of living, "especially when you see so many who can afford sports cars and weekends in Palm Springs or Miami."

The RCA president again charged that the common idea that color tv prices are "high" is a "phony premise" by the firm's "competition" who can't manufacture an equal product. He recalled that the $375 10-inch set RCA introduced in April 1947 at the start of black-and-white television was down to $149.50 within three years and had become obsolete.

The $70 million which RCA has spent in developing color tv "has been written off month by month and is not being charged against the future," Mr. Folsom said. Physical plant facilities used in manufacture, however, are being amortized in the usual way, he explained. RCA spent "more than $50 million getting black-and-white television into American homes," he added.

"Our enthusiasm for color was never greater than it is today," Mr. Folsom said. "Dealers are already selling color receivers as fast as they are being turned out. As we move into the Christmas selling season, this demand will pick up even more momentum. We anticipate a consumer demand for most models that will far exceed our production."

No 'Conflict' on Toll Tv

President Folsom also referred to the recent disclosure that RCA has patents for a pay-tv system. He said there is "no conflict" of policy toward subscription in RCA's present opposition to toll tv before the FCC and opinions expressed by Vladimir K. Zworykin, RCA honorary vice president, in a 1950 application for a patent covering eight claims to "secret television systems" comprising a pay-tv operation. The Zworykin patent was granted July 31, 1956, and has just become public [B•T, Oct. 22].

Mr. Folsom noted that the patent application was filed a number of years ago as part of RCA's consistent effort, under Brig. Gen. David Sarnoff's leadership, to explore every avenue in research which might reasonably lead to profitable and practical developments to serve the consumer. He said the patent statement was not necessarily a support of pay-tv but rather an explanation of what the system could do should it be approved by FCC.

"But who is going to pay for receiving films in the home when you already can get them free?" he told B•T.

At last Thursday's ceremonies in Los Angeles, Mr. Folsom pressed a button which "cut" a ribbon at the entrance by means of electrical energy from a solar battery igniting a magnesium band on the cloth. Civic dignitaries, headed by Los Angeles Mayor Norris Poulson, joined the RCA and NBC officials at the ceremony.

The largest facility of its kind in California, according to RCA, the new center

CLEAR CHANNEL BOX No. 8 N. LAREDO, TAMPS. MEX.

WHLI
"THE VOICE OF LONG ISLAND"

SELLS

BIG INDEPENDENT MARKET-NASSAU COUNTY

RETAIL SALES $1,479,111,000

- 10th among U. S. Counties
- More than 17 States

GIVES

BIG BONUS COVERAGE

(Nassau, parts of Queens, Suffolk and Brooklyn.)

POPULATION	2,903,765
NET INCOME	$6,132,673,150
RETAIL SALES	$3,268,444,450

Data Source: Sales Management

DELIVERS

BIGGEST DAYTIME AUDIENCE in the MAJOR LONG ISLAND MARKET

According to the most recent Pulse Survey... one station... WHLI has a larger daytime audience in this market than any other station!

WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of Long Island

PAUL GODOFSKY, PRES. AND GEN. MGR.
JOSEPH A. LENN, EXEC. V P. SALES

Represented by Gill-Perna

will serve nearly 2,000 RCA Victor and RCA Whirlpool dealers in Los Angeles county alone. A one-story building of modern design on a seven and one-half acre lot, the center contains offices, three large display rooms and enough storage space for 50,000 tv sets.

Mr. Folsom said his confidence in the future of the electronics industry is based on "the ability of our scientists to find new ways of harnessing the electron to take over all kinds of jobs now done by other means. For example, today more than 80% of RCA's business is in products and services which did not even exist commercially ten years ago. In another 10 years, regardless of the size of the industry, I believe that a comparable percentage of the volume will be in products that are not on the market now."

The RCA president said his firm has tripled its facilities and investment in California in the last 10 years and today employs 4,000 people with annual payroll of $30 million. RCA has 14 major corporate divisions in the Los Angeles area now.

Host for Thursday's ceremonies was Hadley Chapman, vice president in charge of the Los Angeles branch, RCA Victor Distributing Corp. Other RCA and NBC officials present were John K. West, vice president for the NBC Pacific Div.; H. R. Maag, vice president and western manager, RCA; E. C. Anderson, executive vice president, RCA public relations; Charles M. Odorizzi, executive vice president, RCA Sales and Services; T. A. Smith, executive vice president, RCA Defense Electronic Products; Walter M. Norton, president, RCA Victor Distributing Corp.

'TIME' COLOR REPORT BLASTED BY RCA

RCA has taken *Time* to task over the news magazine's review of color tv in its Oct. 22 issue, charging that the *Time* article was "biased and damaging."

Meanwhile, Zenith Radio Corp. distributed to its franchised dealers a reprint of an article that appeared Oct. 10 in *The Wall Street Journal,* which claimed a slow-up in color tv set sales and a simultaneous cut back by manufacturers.

A letter dated Oct. 18 (*Time* is on newsstands ahead of its Monday publication date) was sent to *Time* by Robert L. Werner, RCA vice president and general attorney, asserting:

"The story on color television in your current issue is biased and damaging. Unlike RCA's popular tv receivers, the colors in *Time's* colored account are not true, nor are they compatible with fact."

Copies of Mr. Werner's letter were circulated immediately to all RCA distributors and dealers by Robert A. Seidel, executive vice president of RCA's consumer products. Mr. Seidel said:

"As you know, the fact is that color television sales are accelerating week after week and the excellent color programs now on the air are a source of great satisfaction to owners of color receivers. Aggressive promotion of home demonstration programs provides a wide open opportunity for further increases in sales. We believe that both you and your customers will be interested in the facts."

Time quoted General Electric President Ralph J. Cordiner as giving this "answer" to the question of "what's wrong with color tv?": "If you have a color set, you've almost got to have an engineer living in the house." The article proceeded to assert that Mr. Cordiner and "virtually every other U. S. electronics manufacturer" are well aware that "color tv has turned out to be the most resounding industrial flop of 1956."

Time found color tv optimism on sales this year to be "premature tub thumping" observing that "where the seers went wrong was in reasoning that the customer would clamor for color as soon as prices came down."

Noted was Brig. Gen. David Sarnoff's prediction at the start of this year that by mid.-1956 up to 1.5 million color receivers would be in operation, but *Time* claimed not more than 75,000 color sets were in use two weeks ago and that compared to 7.2 million black-and-white set sales this year, "color sales are scarcely a speck in the nation's tv screen." It reported that the industry expects to sell not more than 250,000 color sets by the year's end (and that one "big manufacturer" estimates the total closer to only 30,000).

The article quoted an "idle viewer at Rich's Department Store (Atlanta) as saying: "I know the grass is green at Ebbets Field. It isn't worth $400 more to find out how green." This sentiment, according to *Time,* echoed "the prevailing U. S. apathy to tinted tv." Also mentioned were dealers who voiced unwillingness to handle color sets because prices (sets and service contracts) are still too high, there is a shortage of proper technicians to service them and retail markups are too low "to justify aggressive advertising." Other dealers, however, were seen as making "hard promotion pay off."

For its windup, *Time* reviewed extensively charges which it said Zenith Radio Corp. President E. F. McDonald Jr. had leveled against RCA, to wit: "RCA had deliberately oversold the industry on color since 1953." The "premature tub thumping" phrase was contained in a quote of Mr. McDonald's and applied in reference to RCA's color support. The magazine, however, cited "many tv men, on the other hand," who pointed to RCA as doing "more than the rest of the industry combined to get color out of the red."

Mr. McDonald's quotation also implied that RCA's color push was connected with an expected expiration of licensing patents, alluding to it [color promotion] as a way "to induce" manufacturers to sign up for a new license term.

Mr. Werner's letter pointed out that *Time* could have found "by a careful check of the facts" that the *New York Times* on Oct. 17 had reported 1,100 color sets shipped by RCA's distributor Raymond Rosen & Co., in Philadelphia and Rosen's color set billings for the month exceeded those for black-and-white sets [B•T, Oct. 22]. He declared other such facts for Chicago, New York, Los Angeles and elsewhere in the U. S. could have been uncovered by *Time* if it had checked.

In reference to the GE and Zenith positions described in the article, Mr. Werner asserted that *Time* chose to "feature anti-color tv statements by the presidents of two of RCA's biggest competitors whose companies achieved their first success in black-and-white tv years after RCA's David Sarnoff pioneered in that field, and then only by using inventions made by RCA's famed scientists and engineers."

He asserted that in 1947, RCA was pioneering in black-and-white similarly as it is today in color but that "one of Zenith's publicity men" wrote an *American Weekly Magazine* article quoting Mr. McDonald as saying " 'Television will be a colossal flop' until some way is found to charge the public for tv programs it receives at home." Mr. Werner singled out Zenith, however, as having patent rights on a pay television system, that RCA researchers "directed their efforts to improving free television service . . . by the addition of color" and that Mr. McDonald's bias against color is understandable when these facts, also overlooked by *Time,* are disclosed." He said RCA accepted the "assertion by GE's president that his factories can't turn out a satisfactory color set." But, he added "we do not believe it is fair to leave your readers with the impression that RCA can't."

According to Mr. Werner, the news magazine's article opened with a "loaded question" ("What's wrong with color tv?") and that "your writers than proceeded to answer . . . with disparaging propaganda spread by those who would hold back color television." He suggested a correction of what he called "the unjustified and damaging statements . . . published" as a "matter of honest and simple fairness."

Zenith circulated to its dealers the reprint of the *Journal* article and a news story from the Oct. 12 *New York Herald Tribune* (also based on quotations from GE's pre-

sident on color) and another from the Oct. 4 *London Daily Mail* (by Stubbs Walker, its correspondent in the U. S.) that among other things, cited "experts" as expecting color viewing as a "practical possibility" to be at least 7½ years away and "possibly 10."

In an accompanying statement, Mr. McDonald said that if the dealers wondered whether color tv "would add to your profits this season," they could find out what "dealers say" in the reprinted *Journal* article.

Says Public Not Buying

He noted that the financial newspaper pointed out that color "has had one of the costliest promotions in tv history, but that the public is not buying it. This is true even in Chicago, the one city in the world with a full time color station. [Much of the *Journal* story was based on what the newspaper reported to be a lack of enthusiasm, particularly in Chicago, on the part of dealers]. How, then, can dealers elsewhere hope to profit more from color sales?"

Mr. McDonald stressed that "the only new thing in tv this year" was Zenith's "exclusive space-command remote tuning." This is the electronic device placed on the market by Zenith that can tune a set, turn it off or on and "silences annoying commercials." Noted Mr. McDonald: "The public loves space-command tuning," and the device is giving dealers "the dollar volume they expected to get from color."

SHORTCUT TV TUBE SHOWN BEFORE IRE

Sylvania development which puts microwave picture directly onto face of a cathode ray tube—bypassing intermediate circuits—highlights engineers' meeting in Washington.

A CATHODE RAY tube that displays microwave intelligence directly onto its face —without the need for intermediate circuitry—was one of the featured displays of the Second Annual Technical Meeting on Electron Devices, sponsored by the Institute for Radio Engineers in Washington last week.

Developed by Sylvania Electric Products Inc., the "Wamoscope" (Wave Modulated Oscilloscope) feeds directly from the radio frequency signal. The wide-band tube provides amplification and detection, permitting the elimination of local oscillator, mixer, intermediate frequency amplifier, detector and video amplifier, it was asserted.

The tube shown at the IRE show was developed for the 2,000-4,000 mc band. It is 23⅜-in. long and contains a 5-in. bulb with a P-7 phosphor.

Although no immediate use for broadcast purposes was reported, it was indicated that the development could be utilized in qualified form to simplify the circuitry of television receivers. But, it was stressed, this development was in the future and was not to be expected soon.

A demonstration and discussion of storage display devices also highlighted the two-day meeting which drew more than 900 engineers and technicians. In one demonstration a single frame of a Washington telecast program was "stored" on a cathode ray tube for several minutes. Resolution was about 300 lines, it was indicated. Papers on this development were given by D. B. Barker and F. W. Quelle, Lincoln Lab., Lexington, Mass., and F. H. Harris and G. L. Stamrach, Naval Research Labs., Washington.

Storage tubes for broadcasting would permit narrower band television channels, which might permit an increase in the number of available channels, it was asserted.

Duplicating System Shown

Another display showed the use of a tv camera and a "printing tube" as an electronic duplicating system. The camera viewed the material to be duplicated and the image was transmitted to the face of the receiving tube. Instead of being phosphor-coated, the tube has a series of closely spaced wires which placed a pattern of electric charges on copy paper moving past at high speed. Electrically charged powder, dusted on the copy paper, was fused to it by the electronic charges, resulting in a permanent visible copy.

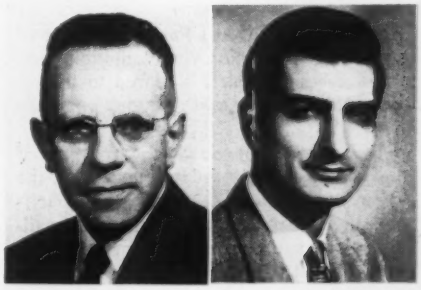
The new machine was said to be able to print one million characters per minute. It was developed by Stanford Research Institute, Menlo Park, Calif., and was described and demonstrated by R. W. Crews, H. C. Borden and P. Rice of SRI.

Other sessions heard discussions of magnetrons, wave guides, solid conductors, transistors, and other electron devices.

Needham, Roscoe Promoted In Blaw-Knox Tower Dept.

HARRY T. NEEDHAM and William S. Roscoe have been named assistant sales managers in the Tower Dept. of Blaw-Knox Co., Pittsburgh, according to an announcement by Robert A. Troman, sales manager.

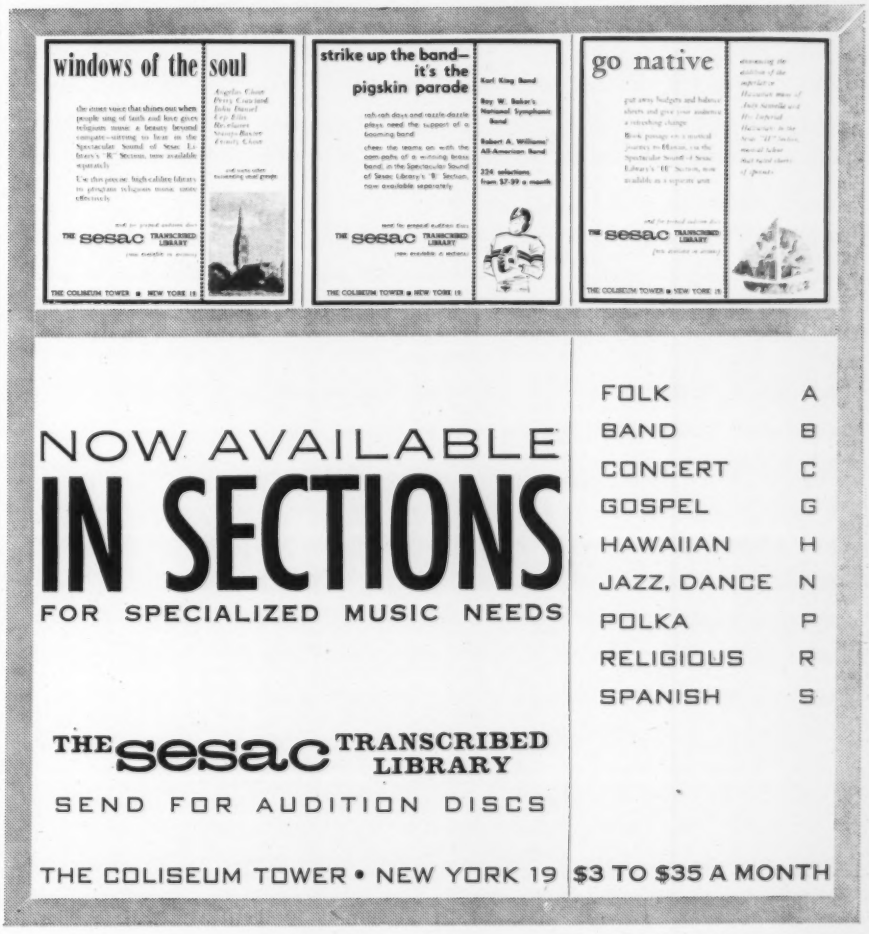
Mr. Needham, an 18-year veteran with Blaw-Knox, will specialize in antenna sales.



MR. NEEDHAM MR. ROSCOE

Mr. Roscoe, with the firm 16 years, continues in microwave transmission, his field for the last ten years.

R. D. Hall was named antenna project engineer. He joined B-K in 1950.



PETRY INTRODUCES NEW CONTRACT FORM

Representation firm will conduct all its business of selling station time to agencies in new manner, designed to simplify procedure and reduce paper work. Terms, conditions of standard form to be preserved.

EDWARD PETRY & Co. beginning this Thursday will conduct all of its daily business of selling station time to agencies with a new form designed to simplify procedure and reduce unnecessary and cumbersome paper work.

According to Edward Petry, president of the radio and tv station representation firm, the new method, which is geared to the requirements of a business built upon accuracy and speed:

• Will employ practically the principle of "good faith" that has developed over the years in the radio-tv business world (specifically, the ordering and clearing of availabilities and subsequent revisions as necessary without the signing of an actual contract).

• Yet will preserve the terms and conditions of the standard contract form (as developed by the American Assn. of Advertising Agencies and NARTB), which is basic to the business of selling time to national advertisers, and of the station's rate card.

The new form (see cut), developed by the Petry company over the past year, is devoid of the usual lengthy provisions which appear in the standard contract form. A key line on the form states, however, that "the station has confirmed your order or revision, subject to the terms and conditions of the standard AAAA-NARTB contract and station rate card."

Petry will use these "confirmation" forms for all of the 27 tv and 19 radio stations it represents and at all of its offices—New York, Chicago, Detroit, San Francisco, Los Angeles, St. Louis and Atlanta.

Mr. Petry notes that currently many of the agreements now made by representatives in the sale of time to agencies are on "good faith" with merely a bookeeping device to keep track of things until actual standard contracts are drawn up and signed. Oftentimes, however, because of the speed of placing business, these contracts are not signed until as long a period as six months after payment is made, and often after schedules are completed.

It is his feeling that the new form not only will do away with confusion for the agency, the station and the representative but also—and more importantly—make it less burdensome on the agency. For these parties—all affected by the contract—the new system will streamline bookkeeping and other compilation of records.

The forms, it is believed, will be helpful particularly when revisions must be drawn up. Rather than redrafting the contract, a new form, which refers to the number of the original confirmation, is filled out. All of the Petry forms are signed by the salesman involved.

Radio, Tv Forms Similar

The radio and tv forms are identical in the information provided. They are differentiated only by the word "radio" or "television" printed on top of the sheet. The number key appears also on the top of the form in the upper right corner. Each Petry office will have an individual key.

The complexities and cumbersomeness of drawing up actual contract forms have historically plagued the seller and buyer of station time, tying up what otherwise would be a swift transaction in a ball of red tape, Mr. Petry feels. He says the firm contacted several of the larger advertising agencies for their reaction to the plan before putting it into effect. Needless to say, the consensus was favorable.

There is another area where the new forms hold forth as a sedative to a problem that has long been a headache in the radio-tv business, that of correspondence. By eliminating contracts completely in transactions, Petry hopes to whittle down reams of correspondence to essentials.

It is contended by the Petry firm that its new forms do not in any way tamper with the rate protection policy or discount policy which may be in effect at any of the stations for which it is doing business.

Mr. Petry, a member of NARTB's tv contract committee when the AAAA-NARTB standard contracts were being developed, is a firm supporter of the contract form as now in existence. With this in mind, the new Petry forms do not affect the guarantees or provisions contained in standard contracts, except wherein they work to the disadvantage of the agency. Thus, such changes are permitted only in favor of the agency with whom the firm is doing business.

According to the Petry plan, duplicate copies of the forms are sent to the agency, the station and to the salesman as well as the bookkeeping and contract departments at Petry offices. This system, Mr. Petry feels, will serve as protection to the station—an insurance policy against errors in the flow of seller-buyer traffic where jams can occur as often as not.

NY 0034

TELEVISION CONFIRMATION

DATE October 29, 1956

EDWARD PETRY & CO., INC. NEW YORK

TO Mr. Bill Smith — ACCOUNT Wheat Products, Inc.

AGENCY Jones Agency — PRODUCT Softest

CITY/STATE NYC — CITY/STATE NYC

STATION WETZ-TV Athens, Ohio — CONTRACT YEAR 9/3/55

STARTING DATE September 3, 1955 — TYPE OF SERVICE TD's — RATE CARD NO. 1

ENDING DATE December 31, 1955 — TOTAL TELECASTS 35 — RATE EARNED 10A-15S

COST PER TELECAST $155.25 (A) — BILLING WILL BE 10A-15S TR — BASIS TOTAL ORDER #13

ADDITIONAL DETAILS. #Total ordered = 113 (35 Instant Coffee; 78 Regular Tea)

$5,433.75 TOTAL COST

The station has confirmed your order or revision, subject to the terms and conditions of the standard AAAA-NARTB contract and station rate card:

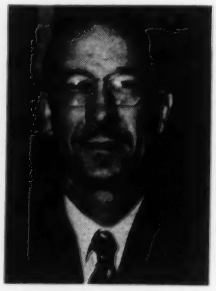
10:00 PM Saturday (A)
9:00 PM Thursday (A)

John Brown (for)
EDWARD PETRY AND CO., INC.

Sample of the new Petry form

Winger Buys Out Partner, Now Sole Owner of WDOD

ACQUISITION by Earl W. Winger, half-owner of WDOD Chattanooga, of the 50% interest held by his long time partner, Norman A. Thomas, was announced last week, subject to customary FCC approval. While no price was made public, it is understood the purchase was on the basis of a $350,000 evaluation for 100% of the station. Mr. Thomas plans to devote his entire time to farming interests in Tennessee.



MR. WINGER

Messrs. Winger and Thomas started WDOD in 1925—the first station in Chattanooga and the only one in the market until 1936. The two had been partners in a radio store in Chattanooga, which was organized in 1922 and three years later went into station operation, beginning with a 50 w outlet. WDOD operates on 1310 kc with 5 kw and was one of the seven stations which formed the southern leg of CBS in 1929. The station still is affiliated with CBS.

WDOD holds an option to acquire 50% of ch. 9 WROM-TV, Rome, Ga., which has pending before FCC an application to move its transmitter to High Point on Lookout Mountain near Chattanooga. This would bring to the Chattanooga area its third tv station. The station's power would be increased from 32 kw to 316 kw and it would become affiliated with ABC-TV if the changes are approved.

Korn Elected DuMont V. P.

BENNET KORN, who returned to WABD (TV) New York as sales director after a brief association with Television Programs of America, New York [AT DEADLINE, Aug. 20], has been elected vice president in charge of sales, it was announced Thursday by Bernard L. Goodwin, president of DuMont Broadcasting Co.

MR. KORN

Mr. Korn resigned from the then DuMont Television Network as a general sales executive to join TPA as New York account executive. Bill Adler continues as sales manager at WABD.

Jerome R. Reeves Named KDKA-TV General Manager

JEROME R. (TAD) REEVES, program director at WBNS-TV Columbus, Ohio, has been named general manager of KDKA-TV Pittsburgh, it was announced last week by Harold C. Lund, Westinghouse Broadcasting Co. vice president in Pittsburgh. Until Mr. Reeves' appointment, Mr. Lund had been carrying out the duties of general manager for the station.

MR. REEVES

Mr. Reeves, who had served as program director for the Columbus tv outlet since 1950, has been the recipient of numerous professional and honorary awards for his television work. He was named winner this year of the 1955 Thomas Alva Edison Award for the best youth programming in television.

Said Mr. Lund:

"Tad Reeves is regarded as one of the most creative and experienced executives in the television industry, and I am very happy to add him to my team in Pittsburgh."

WBNS-TV Makes Changes

JOHN A. HALDI, production director of WBNS-TV Columbus, Ohio, was named program director last week succeeding Jerome R. Reeves, who left the station to become general manager of Westinghouse Broadcasting Co.'s KDKA-TV Pittsburgh, (see above) according to Richard A. Borel, director of tv for Dispatch Printing Co., owner of WBNS-TV.

Gene McPherson, the station's director since 1952, succeeds Mr. Haldi, who joined WBNS-TV in 1949 before the station went on the air. Mr. Haldi later became director and was promoted in 1952 to production director.

WAKE Will Wake Country To 'Wake to Music' Month

WAKE Atlanta, Ga., will make unusual use of its call letters to spearhead nationally-designated "Wake to Music" month in November, according to Morton J. Wagner, the station's general manager and executive vice president of the Bartell Group, which owns the Atlanta outlet.

Mr. Wagner announced last week the sale of WAKE's "Wake to Music" promotion to the Yancey Co., RCA distributors in Atlanta, and said that the station's 24-hour music and news programming "would be literally flooded with dealer and artist tie-ins of every nature."

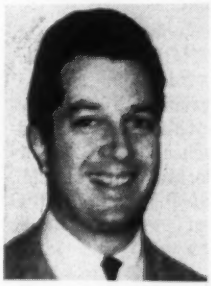
In what is described as Atlanta's largest single sale of saturation radio, WAKE will broadcast approximately 80 dealer representations daily, ranging from 10 seconds to a minute. In addition, a new "Wake to Music" record, featuring The Blenders and released by RCA, will debut Thursday (Nov. 1) on the station and will be used throughout the month as a tie-in with various WAKE programs.

Specific November stunts planned by WAKE include thousands of "WAKE (1340) to Music Month" banners and streamers displayed throughout the area, dozens of window display tie-ins, a "Miss WAKE to Music" contest, record giveaway and remote broadcasts. The backs of Atlanta buses will carry messages of the WAKE-RCA tie-in, as will billboards in the city and table tents in restaurants and on counters. Atlanta newspapers will carry daily drop-in ads, and several mailings will be sent throughout the month.

According to Gerald A. Bartell, president of the Bartell Group, the WAKE promotion will lead an "all-out group plan for 'Wake to Music' cooperation, using the Atlanta station and a natural tie-in." The Bartell Group, in addition to WAKE, includes WOKY Milwaukee, KCBQ San Diego, WMTV (TV) Madison, Wis., and WAPL Appleton, Wis.

Herbert Appointed GT Eastern Sales Manager

APPOINTMENT of Theodore W. Herbert as eastern sales manager of General Teleradio owned-and-operated stations, effective Thursday, was announced last week by Wendell B. Campbell, national sales vice president, RKO Teleradio Pictures Inc., parent of general Teleradio. Mr. Herbert joined Mutual (under General Teleradio) last year as an account executive after 13 years at ABC Radio and its predecessor, the Blue Network.



MR. HERBERT

The owned and operated stations include WOR-AM-TV New York, WNAC-AM-TV Boston, WHBQ-AM-TV Memphis, WEAT-AM-TV West Palm Beach, Fla., WGMS Washington, KHJ-AM-TV Los Angeles and KFRC San Francisco.

Mr. Herbert's appointment is in line with an overall expansion of MBS sales activities, Mr. Campbell indicated, citing the appointment in September of George Morris as western sales manager.

Dr. Morris Dies at 71

DR. C. C. MORRIS, 71, Oklahoma broadcasting executive and Baptist minister, died Oct. 24 following a long illness.

He was chairman of the board of KTEN (TV) Ada, Okla., KADA there and KWSH Wewoka, Okla. He also had served as president of the three facilities until failing health forced his resignation last June.

Dr. Morris was a past president of the Oklahoma Broadcasting Assn. and member of the Radio Commission of the Southern Baptist Convention.

NOW!
RADIO'S NEW TRUMP CARD

BLANKETS AN ENTIRE NEW MIDWEST REGIONAL MARKET

KELO'S NEW MIRACLE
1,032
FT. TOWER
is anything higher?
Midwest's Biggest REGIONAL Station With Rates Local Time Buyers Love!

Tremendous increase in power! Plus all-new programming to match it! Keyed-to-the-midwest music shows and dramatic newscasts make Joe Floyd's miraculous, far-reaching new KELO your one great regional market buy. One of the Midwest's leading stations affiliated with NBC.

NEW KELO RADIO

JOE FLOYD, *President*
Evans Nord, Gen. Mgr.
Larry Bentson, V.P.
Represented by H-R

WGN Inc. Reorganizes Radio-Tv Sales Forces

NEW organizational changes designed to strengthen radio and tv sales forces of WGN and WGN-TV Chicago in that city and in New York were announced last week by Ward Quaal, vice president and general manager of WGN Inc., as a step to maintain local and increase national business.

The eastern office will split into separate staffs for radio and television under supervision of Ben Berentson effective Nov. 1. Ray Grandle transfers from WGN-TV to the New York office as tv salesman Nov. 5 and two additional salesmen will be added by Feb. 1, 1957. Ed Gerken has been assigned to radio sales. WGN Inc.'s eastern office is located at 220 E. 42d St.

In the Chicago WGN Inc. sales office William A. McGuineas and Theodore Weber head the radio and tv sales departments, respectively. Mr. Weber announced appointment of Bradley Eidmann as supervisor for national sales and Mel Wolens for local business. James O'Rourke, formerly with Crosley Broadcasting Corp., and David Williams, Weed Television, join WGN-TV's national division effective Oct. 29, Mr. Weber announced. Also assigned to that division are Fred McCahey and Harry Miller, while Homer Morrow and Wayne Teeter have been assigned to local sales.

On the radio side Mr. McGuineas announced assignment of Charles A. Gates, Earl Matthews and Don Getz to national sales and Herman Sitrick to retail radio business, for which a staff expansion is planned.

WGN Inc. is represented on the West Coast and in 11 western states by Edward Petry & Co.

Ky. Representation Firm Starts With 29 Stations

HARRY McTIGUE, for the past 13 years president and general manager of WINN Louisville, has established a representation firm, Kentucky Radio Sales, to represent Kentucky stations exclusively. The new firm is headquartered at 1404 Heyburn Bldg., Louisville.

The 29 stations Kentucky Radio Sales represents makes it possible for an advertiser to buy state-wide coverage through one office, according to Mr. McTigue. Stations represented by KRS include WCMI Ashland, WKCT Bowling Green, WCTT Corbin, WNES Central City, WLIP Covington, WCPM Cumberland, WHIR Danville, WIEL Elizabethtown, WFKY Frankfort, WFUL Fulton, WKAY Glasgow.

Also WHLN Harlan, WKIC Hazard, WSON Henderson, WHOP Hopkinsville, WFTG London, WLRN Lebanon, WLAP Lexington, WFTM Maysville, WNGO Mayfield, WFMW Madisonville, WMIK Middleboro, WOMR Moorehead, WNBS Murray, WOMI Owensboro, WPAD Paducah, WSIP Paintsville, WLSI Pikesville, WSFC Somerset.

WINNERS of the KELO-AM-TV Sioux Falls, S. D.-WLOL Minneapolis World Series "expert" contest were honored at a luncheon in New York last week, staged by Elisabeth Beckjorden (c), network-station representative. Receiving tv sets for guessing the closest to World Series scores were (l to r) Rose-Marie Vitanza, Carl S. Brown & Co.; Gil Erikson, J. Walter Thompson Co.; John Ginway, NBC, and Curt Peterson, McCann-Erickson, who got a color set.

L. D. Hargreaves Appointed General Manager of WGMY

L. D. HARGREAVES, assistant manager of the Dixie Broadcasting Co., which operates WMGY Montgomery, Ala., has been named general manager, it was announced last week.

At a recent board of directors' meeting, Mrs. Mary Frances Sewell was elected secretary-treasurer and assistant manager of the company.

WMGY this month moved its offices from a downtown location to a new suburban shopping center at 358 North Capitol Parkway and also changed over to a popular music-news format.

Wolfman Named Bartell VP

JOSEPH WOLFMAN has been promoted to vice president of the Bartell stations in charge of sales promotion and merchandising of KCBQ San Diego, Managing Director Lee Bartell announced last week. Mr. Wolfman has been associated with the Bartell group since 1950 and formerly was commercial manager of WAKE Atlanta.

Olson, Bagwell to WTVT (TV); WKY-AM-TV Promotes Three

TRANSFER of two executives from WKY-AM-TV Oklahoma City to WTVT (TV) Tampa, Fla., has resulted in three major promotions at the Oklahoma City radio-tv outlet.

Acting WKY-AM-TV Manager Eugene B. Dodson announced that Robert Olson, WKY-TV program manager, and Administrative Assistant Norman Bagwell have been transferred to the Florida station. Keith Mathers has been named tv operations manager for the Oklahoma station, and Joe Jerkins, former tv production supervisor, is new program manager for tv. Fred Duskin, accounting department head, has been promoted to business manager, taking over Mr. Bagwell's duties.

Both stations are owned and operated by WKY Television System Inc.

Harden Named to WIS Post; Stanfield in WIST Key Job

W. FRANK HARDEN, managing director of WIST Charlotte, N. C., has been appointed managing director of WIS Columbia, S. C., and Ray M. Stanfield, local sales manager of WIS, has been named to the post of WIST managing director, it has been announced by G. Richard Shafto, vice president-general manager of the Broadcasting Co. of the South, which operates both stations.

MR. HARDEN MR. STANFIELD

Winton Heads KILT-TV

ED WINTON has been named general manager of KILT-TV El Paso, Tex., Gordon McLendon, president of the McLendon Investment Corp., owner of the station, announced. Mr. Winton, 25 years old, is a former disc jockey for KLIF Dallas and KELP El Paso, both McLendon stations, and recently completed a marathon radio broadcast of 120 consecutive hours.

WGMA Hollywood, Fla., Sold

SALE of independent WGMA Hollywood, Fla. (1 kw on 1320 kc), by Major Ranulf Compton and associates to independent radio program packagers Jack Barry and Dan Enright was announced last week. Purchase price was reported to be $65,000. Lonton Wells, Fort Lauderdale, Fla., was the broker. Barry & Enright own following tv properties: *Twenty One, Tic Tac Dough* and *Winky Dink*.

Mounsey Heads WPTR

DUNCAN V. MOUNSEY, production coordinator at WRCA-AM-TV New York, has been named general manager of WPTR Albany, N. Y., according to an announcement last week, which also said that Mr. Mounsey would be in charge of a complete reorganization of the 50 kw station. The reorganization will include "carefully-programmed" popular music and a large number of regularly scheduled brief newscasts with heavy emphasis on local stories.

MR. MOUNSEY

STATION PEOPLE

Ray Johnson, KMED Medford, Ore., named executive vice president general manager.

Clifford M. Kirtland Jr., WGR-AM-TV Buffalo, N. Y., elected treasurer and controller of Transcontinent Television Corp. (WROC-TV Rochester, N. Y., WSVA-AM-TV Harrisonburg, Va., and interlocking ownership with WGR - AM - TV). He has been controller of firm since its founding in 1955.

MR. KIRTLAND

William M. Robbins Jr., Paul H. Raymer Co., N. Y., named sales manager KRUX, **John Sanford Wise,** KRUX account executive to senior account executive. **Richard Gilbert,** formerly with KOY Phoenix and Bozell & Jacobs, to station as account executive.

NARTB WINDS UP REGIONAL CONFERENCES; FORMULA FOR 1956 TERMED AS BEST YET

Birmingham session concludes annual series, attended by more than 1,600. NARTB President Fellows says improved programming and enthusiastic response reflect feeling of solidarity in broadcasting.

NARTB wound up its annual series of regional conferences in Birmingham, Ala., Friday with a conviction that the 1956 formula, with its two-day agenda of panels and informal "bull sessions," is the best yet devised for localized industry meetings.

Registration at the 1956 meetings totaled more than 1,600, about the same as the 1,615 registered last year, but association officials felt the conferences were more successful. Attendance at the Thursday-Friday Region 3 meeting in Birmingham totaled 175 delegates at the end of the first day, below the 197 who attended last year at New Orleans.

Actual broadcaster and associate member registration in 1956, however, was ahead of 1955, when wives and other unofficial guests were included in the total.

NARTB President Harold E. Fellows told B•T Friday the improved programming and more enthusiastic response of delegates reflected a growing feeling of solidarity throughout the industry. Delegates were more businesslike, he said, and attendance at meetings was excellent.

"The forum type of program was popular at all eight regional conferences," he declared. "Hundreds of broadcasters took active part in the discussions."

At nearly all of the eight conferences that started in Mid-September the small-market meeting adjourned late the afternoon of the first day and resumed the next morning. Mr. Fellows said interest in the Television Code far exceeded that shown in the 1955 series, and the Television Bureau of Advertising sales clinics drew close attention. Radio Advertising Bureau did not take part in the 1956 meetings.

FCC Comr. John C. Doerfer, addressing the Thursday dinner session, told how the Commission is approaching the allocation problem and went into antitrust aspects of network and station operation (see story, page 90).

John M. Outler Jr., WSB Atlanta, a director for large stations, was host director at Birmingham.

In discussing the television code, Mr. Fellows, substituting for Roger W. Clipp, WFIL-TV Philadelphia, a member of the Tv Code Review Board, noted that 160 tv stations do not subscribe to the self-disciplinary document. In the seven-state region represented at Birmingham, barely 50% of the stations are code subscribers. He and Edward Bronson, tv code affairs director, called on stations to promote their code participation. Code monitoring is designed to aid stations in applying the self-regulation principle, Mr. Fellows said, and is a service rather than a police action.

Members of the Resolutions Committee were Henry Clay, KWKH Shreveport, La., chairman; Walter Windsor, KCNC Texarkana, Tex.; John C. Cooper Jr., WJRD Tuscaloosa, Ala.; Harold P. Danforth, WDBO Orlando, Fla.; L. M. Sepaugh, WSLI Jackson, Miss.; Parry Sheftall, WJZM Clarksville, Tenn., and Frank Gaither, WSB Atlanta.

Norman (Pete) Cash, newly-elected president of TvB, directed TvB's presentation Thursday afternoon.

Hamilton Wilson, of the New York office of N. W. Ayer & Son, outlined the "Wake Up to Music" promotion for clock radios. He told how stations can sell suggested spots to radio-tv dealers and distributors during the November clock radio campaign.

John F. Meagher, NARTB radio vice

Beefs up sales!

"Well done," declares one of America's giant meat packers, saluting the rare salesmanship of WXIX, Milwaukee's prime advertising medium. L. Carli, advertising manager of Armour & Co., Frozen Meat Division, writes: "Having examined our first year's results in the Milwaukee market, I am happy to report we have made *great strides.* Our television schedule on WXIX will be renewed ... and we sincerely hope the next year will be as successful as last." Why not cut yourself a thick slice of the select Milwaukee market with a top-grade, low-cost schedule on WXIX?

CBS Owned • Channel 19 • Milwaukee
Represented by CBS Television Spot Sales

TAKING time out for informal discussion at the NARTB Indiana regional meeting at Indianapolis a fortnight ago are (l to r) FCC Commissioner Robert T. Bartley; Ward Quaal, WGN-AM-TV Chicago; Rolland V. Tooke, KYW-AM-TV Cleveland, Ohio; Edward Thoms, WKJG-AM-TV Fort Wayne, Ind.; Harry R. Lipson, WJBK Detroit, and J. P. (Jake) Scherer, WHFB Benton Harbor, Mich. Edward F. Baughn, WPAG Ann Arbor, Mich., was host director at the Indianapolis meeting, attended by more than 200 delegates. Comr. Bartley was speaker at the event.

IN ANOTHER discussion at the NARTB Indiana regional meeting are (l to r) seated: William Kiley, WFBM-AM-TV Indianapolis, Ind.; Leslie C. Johnson, WHBF-AM-FM-TV Rock Island, Ill.; Carl W. Vandagrift, WOWO Ft. Wayne, Ind.; Gil Berry, WIBC Indianapolis; Lucian Chimene, J. Walter Thompson Co., New York, and standing: Hugh K. Boice Jr., WEMP Milwaukee, Wis.; Franklin H. Small, WFBM Indianapolis; Paul F. Skinner, WHBL-AM-FM Sheboygan, Wis.; John B. Soell, WISN-AM-TV Milwaukee; Carl E. Lee, WKZO-TV Kalamazoo, Mich.; William T. Hamilton, WNDU-AM-TV South Bend, Ind.

president, opened the program Thursday morning with a roundup of station management problems and what NARTB is doing about them. A. Prose Walker, NARTB engineering director who recently returned from Poland, where he represented the U. S. at the International Radio Consultative Committee plenary assembly, brought delegates up to date on the NARTB's move to obtain remote control rights for all classes of radio stations.

President Fellows outlined the industry's expanded public relations program, explaining how the association is meeting the deluge of investigations, organized criticism and other attacks. He spoke at the Thursday luncheon meeting.

Vote on Restoration

The upcoming membership vote on a proposal to restore at-large station directors to the board was debated by J. Frank Jarman, WDNC Durham, N. C., a medium station at-large director, and George H. Clinton, WPAR Parkersburg, W. Va., district director. Mr. Jarman favored the plan and Mr. Clinton took the negative side. The eight at-large directors are scheduled to leave the board next spring unless the membership votes otherwise. All eight regional meetings heard the subject debated, an answer to critics who felt the original vote abolishing at-large directors had been done without duly informing members on the problems involved.

Richard B. Biddle, WOML Florence, Ala., presided at a Thursday afternoon small-market roundtable. Robert Earle, WIBR Baton Rouge, La., presided at the large-market session. Hoyt Andres, WSPA-TV Montgomery, Ala., directed a tv management sales session Friday morning. Charles H. Tower, NARTB employer-employe relations manager, and Joseph M. Sitrick, publicity-information manager, spoke at the final session Friday afternoon.

DOERFER ASKS FOR CAUTION BY PROBERS

Commissioner, speaking at NARTB regional meeting, cautions antitrust charges 'are easy to make but hard to prove.' On allocations, he states skepticism of proposed deintermixture and 'interim relief' measures.

A GO-SLOW approach to antitrust investigation of television networks was urged last week by FCC Comr. John C. Doerfer.

Speaking to a Region 3 conference of the NARTB in Birmingham, Comr. Doerfer said that charges of monopoly "are easy to make but hard to prove."

Such charges have been made before Congressional committees since the Potter Senate Subcommittee hearings of 1954.

"The failure of many uhf broadcasters triggered these hearings," he said. ". . . It was quite natural that many of these broadcasters found fault outside of their own business misjudgments. Some saw their failure only as a result of alleged monopolistic practices by the networks and their affiliates.

"Regardless of the motives," he added, "charges of antitrust practices are not lightly regarded by any Congressman nor any Commissioner—especially when they are joined by some vhf operators, film distributors, talent and a few advertisers."

Hence the FCC has undertaken a thorough study of its chain broadcasting rules through the Network Study Group which is to submit its report next June.

The study is proceeding despite the fact that, in Comr. Doerfer's view, there has been no objection to the present television situation from the public.

"Although the present competitive situation is not satisfactory," he said, "I am not aware of any complaints about it upon the part of the viewing public.

"In the main, the charges of monopolistic practices are asserted by the 'outs' against the 'ins'. Although they are not to go unheeded, they must be weighed in the scale with the undoubted rights of the public to see, hear and enjoy broadcasting programs which they desire."

For these reasons among others, Mr. Doerfer is "skeptical" of the selective deintermixture which the FCC is considering as "interim relief" for the scarcity of competitive tv facilities. Selective deintermixture, he said, "would affect only a handful of comparatively small markets and would, in my opinion, have no substantial effect upon the overall problem."

Whatever interim relief is undertaken, he said, it should be "cast in the direction of long-term policies if possible. . . . It is a serious matter to take away or deny at least one television service to millions of fringe viewers—even on an interim basis."

Mr. Doerfer pointed out that to some extent the present tv tension would be relaxed by the resolution of pending cases involving 43 new commercial vhf stations.

"Many of these cases," he said, "are still pending not because of any delays on the part of the Commission but because of the excesses of due process of procedural protections given by the Congress to the applicants. . . . The FCC is enmeshed in more due process and procedural difficulties than any other federal agency."

Today, he said, at least 30% of the time of the FCC's examiners, of its Office of Opinions and Review and of FCC Commissioners is spent in deciding protest cases. In most such cases, he said, "the protestant has no other objective than to delay the implementation of a broadcast service.

"These people love freedom of competition a good deal less than they love freedom

from competition," he said.

The FCC, he said, had been charged with laxity in failing to move against network must-buy and option time policies. Both are too important to be dealt with summarily, he said.

Must-buy arrangements, he said, "have the earmarks of illegality" if they are viewed "solely from the prevailing laws in the merchandise markets."

"But when viewed from the side of the public," he said, "in particularly that portion of the public which but for the must-buy policies would never get the opportunity to see high-budgeted programs, live news, sports or current events, the practice appears to me to be more beneficial than harmful."

Mr. Doerfer said he believed that network must-buy practices should be "thoroughly discussed," but he wanted to know "whether any corrective steps suggested will deny vast portions of the public a service which it apparently enjoys."

"I have seen no proposal," he said, "which suggests the abolition or discontinuance of our network systems, but a thing that is killed inadvertently is just as dead as if done by design."

Option time, too, deserves sympathetic study. "The problem of the Commission," he said, "will be to determine whether any curtailment or division of option time to the networks will result merely in the substitution of one set of national program producers for another or in what way a further division or reduction will redound to the benefit of the people."

If it acts unwisely, the government can kill what it ought to cure.

"Ill-considered governmental restraints," he said, "can be as devastating as private conspiracies to restrain trade. They can be worse. It is much simpler to curb and correct private predatory practices than to hold in rein unrestrained governmental interference once it begins to stampede across our cherished traditions and institutions of freedom of economic activity and freedom of speech."

TvB to Help Dept. Stores Plan Tv Budget and Its Use

TELEVISION BUREAU OF ADVERTISING will work "in depth" with a selected number of department and specialty stores in helping them to set up tv budgets and plan their use, the Bureau announced last week.

Howard Abrahams, TvB director of retail sales, who will spearhead this activity, said TvB will help stores in planning their total sales promotional budgets by months and by store departments; will assist in the planning of the actual programming, techniques, departments to be stressed, classifications to be emphasized and store services to be promoted. TvB also will direct the copy approaches as well as the tv graphic treatments to be used.

Format for this individualized service, officials said, was worked out by TvB as a result of campaigns it instituted with Sibley, Lindsay & Curr in Rochester, N. Y., and McLean's in Binghamton, N. Y., both of which reported resultant sales increases. The service will be offered on a no-charge basis and TvB is advising leading stores in key markets of its availability.

THE PRESENT general manager of WEEI Boston and the two men who preceded him had a discussion on management problems at the NARTB Region 1 meeting in Boston. They are (l to r) Harvey J. Struthers, general manager of WHCT (TV) Hartford, Conn., and formerly general manager of WEEI for five years; Harold E. Fellows, NARTB president who was associated with WEEI for 18 years, 11 as its general manager, and Thomas Y. Gorman, who succeeded Mr. Struthers as WEEI general manager last September.

Report Cites Radio's Impact

THE CASE for advertiser remembrance—through radio—was given another boost last week. Radio Advertising Bureau released the fourth in its current series of reports on radio's cumulative audience, titled (in part) ". . . A Spot Announcement Every 30 Minutes on a Single Radio Station."

Says RAB: a single radio station in the top U. S. markets will deliver 46% of all homes in its coverage area 13 times within a week for the advertiser scheduling a spot announcement every half hour between 6 a.m. and 11 p.m.

The report was compiled for RAB by A. C. Nielsen Co., Chicago.

FPA Names Ross Enterprises

FILM Producers Assn. of New York today (Monday) announced the appointment of Wallace A. Ross Enterprises, New York, as its public relations counsel. Ross will organize and administer an expanded information program on the services contributed by New York film companies to the television industry and government.

Buy.. WCNX MIDDLETOWN, CONN.
500 W.
1150 KC
Pop. 75,000 Families 21,200
Total Buying income $132,304,000
Represented by Devney & Co.

A BIG STRIDE FORWARD!

by Harold F. Walker

The largest one-locality segment of America's Negro population has taken a big stride forward to top position as the nation's highest paid, per capita wage earners, in the colored category. And WDIA has taken the big stride forward with these 1,237,686 Memphis Negroes, to create the most gigantic market of its kind in the United States!

Forward Drive

The influx of industries into this area has revolutionized the status of Memphis Negroes. Almost one-tenth of all the Negroes in America live in this area. Industries are utilizing these Negroes and providing them with the highest income, relative to white income, of any Negroes in the nation. They have more than a Quarter of a Billion dollars to spend, this year . . . and they will spend, at least, 80% of it on commodities. They will buy nearly 80% of all the rice sold in Memphis . . . approximately 75% of all chest rubs, laxatives, and other drugs . . . more than 50% of all deodorants and hosiery. Memphis Negroes are surging forward to a new level of living . . . a new standard of quality and quantity.

Seven League Boots

WDIA has put on Seven League Boots in the form of 50,000 watts to keep in step with the economic stride of the Memphis Negroes. WDIA is keeping abreast of developments with specialized programming and a Staff made up of Negroes. Negro stars . . . Negro performers . . . Negro entertainers . . . Negro announcers. Negroes elevated to stardom, who promise a bright future for tomorrow, with advanced thinking—but, also who give a sense of security, in a changing world, with familiar tradition, voices, and music. WDIA acts as a magnet with its drawing power so terrific that, in a community relations charity show, its Stars drew the largest crowd in the history of Memphis' Municipal Auditorium. And, by the same drawing power, WDIA sells its clients' products directly through its radio station, to almost one-tenth of all the Negroes in America!

One Medium

WDIA is the one workable advertising medium for this Negro market. Readership is low . . . TV ownership low. Space advertising and TV time are unable to contact this mammoth market. WDIA—and only WDIA—with its 50,000 watt coverage and its exclusive Negro specialization can sell your brand of goods on a giant scale. It does the job for:

Carnation Milk . . . Arrid . . . Calumet Baking Powder . . . Kroger Stores . . . Folger Coffee . . . Budweiser . . . Tide.

For factual information on how WDIA can merchandise your brand in this great, growing market, write, on your letterhead, a request for both figures and a bound copy of, "The Story of WDIA!"

WDIA is represented nationally by John E. Pearson Company.

JOHN PEPPER, President

BERT FERGUSON, General Manager

HAROLD WALKER, Commercial Manager

REGISTRATION AT 738 FOR RAB CLINIC

Two-day session begins today in New York with 19 advertiser and agency executives slated to spell out details of specific campaigns.

ALMOST 750 advertiser, agency and broadcasting executives had registered late last week for Radio Advertising Bureau's two-day second annual National Radio Advertising Clinic, which opens at the Waldorf-Astoria in New York this (Monday) morning.

Nineteen advertiser and agency officials are slated to show "How We Use Radio" by spelling out details of specific campaigns. First session starts at 9:30 this morning.

The 738 already registered last week—which compares to an estimated 450-500 at last year's first annual clinic [B•T, Aug. 17, 1955]—included 201 advertiser executives, 309 from agencies, and 228 from radio stations, networks, and station representation firms. The 201 advertiser people included 17 company presidents, 39 vice presidents, 81 advertising directors or managers and 64 other executives. The 309 from agencies consisted of seven presidents, 91 vice presidents, 172 account executives, and 39 media directors, timebuyers and others. More than 50 agencies are represented.

Speakers for the two-day clinic are:

• Charles Derrick, vice president and advertising director of Pepsi-Cola Co., and Kenyon & Eckhardt's Senior Vice President Anderson F. Hewitt and Account Executive J. Clarke Mattimore, who will describe Pepsi-Cola's history-making "Pepsi Please" advertising and merchandising test campaign conducted in Muncie, Ind. a few week ago [B•T, Aug. 20].

• Harold G. Simms, vice president of Seaboard Finance Co., who will discuss Seaboard's successful national radio spot drive.

• Draper Daniels, vice president of Leo Burnett Co., will trace the origin and development of the familiar Marlboro jingle, presenting recordings of the jingle at various stages of development.

Ford Use of Jingles

• Joseph Stone, vice president of J. Walter Thompson Co., and Mitch Miller, artists and repertoire executive for Columbia Records, will show procedures used in adapting current popular songs for use as commercial jingles in the Ford campaign.

• Joshua Epstein, account executive, Doyle Dane Bernbach, will describe the creation of the Levy's cinnamon raisin bread commercial, assisted by actresses Ruth Franklin and Fran Carlin, whose voices are heard on the transcription.

In addition to the success stories, the program will include announcement of the winners of RAB's art exhibition [see page 34] at the outset of this morning's session; a speech by Admiral Arthur W. Radford, chairman of the Joint Chiefs of Staff, at today's luncheon; presentation of awards for the best radio commercials of 1956 during Tuesday morning's session, and an address by Capt. Eddie Rickenbacker, chairman of the board of Eastern Air Lines, at the wind-up luncheon tomorrow.

The program was arranged by RAB President Kevin B. Sweeney, Vice President and General Manager John F. Hardesty, and Vice President and Promotion Director Sherril Taylor and their associates. The agenda follows:

Monday

Morning session at 9:30—Welcome and announcement of winners of RAB art exhibition by Joseph E. Baudino, Westinghouse Broadcasting Co., chairman of RAB Board; success stories by R. C. Garretson, vice president and advertising director of Carling Brewing Co.; Fred Jordan, advertising manager, Richfield Oil Co.; Alan B. Cowley, advertising manager, Union Pharmaceutical Co.; James Cobb, vice president in charge of advertising, American Airlines; Larry Mack, president, Slenderella International Salons.

Luncheon at 12:30 p.m.—Address by Adm. Radford, chairman, Joint Chiefs of Staff.

Afternoon session at 2 p.m.—Success stories by Irwin Swartzberg, president, Realemon-Puritan Co.; George Laboda, radio-tv director, Colgate-Palmolive Co.; Robert C. Myers, director of market development, U. S. Steel Corp.; Edward Parker, president, Tetley Tea Co.; David J. Mahoney, president, Good Humor Corp., and Harold G. Simms, vice president, Seaboard Finance Co.

Tuesday

Morning session at 9:30—First section on creating the radio commercial, with John S. Hayes, WTOP Washington, chairman of RAB finance committee, presiding. This section features Mr. Epstein on the Levy's commercial; Mr. Stone and Mr. Miller on the Ford commercial, and Mr. Daniels on the Marlboro commercial.

Presentation of awards for the best radio commercials of 1956 will then precede the second part of morning session, dealing with radio as keystone of the marketing plan. Simon Goldman, WJTN Jamestown, N. Y., member of RAB finance committee, will preside over this section, which will feature Charles Lappen, vice president, The Englander Co., in a presentation of the Englander $100,000 story, and Messers. Derrick Hewitt and Mattimore in a presentation on the "Pepsi Please" story.

Luncheon at 12:30—Board Chairman Baudino presiding. Address by Capt. Rickenbacker, who will be introduced by Finance Committee Chairman Hayes.

A closed business session for RAB members only will follow at 2:15 p.m.

Registration, Safety Drives By KBA Stations Set Records

MEMBER stations of the Kentucky Broadcasters Assn. are being given a major share of credit for the success of two campaigns—one a six-month voters' registration campaign, the other a drive to reduce traffic deaths.

KBA stations ran approximately 9,000 announcements, totaling 2,500 program minutes, in the registration drive, and official figures from several Kentucky counties show that the number of persons registering has set an alltime high.

Kentucky's highway fatality toll last week was running 41 fewer than a year ago. In this safety drive, the KBA campaign got underway on a large-scale basis in March 1955, when in one month member stations ran a total of 14,476 public service announcements. This year the campaign continued, with the present 52 KBA member stations being joined by 14 non-KBA stations.

BETWEEN SESSIONS discussion was held during the Indiana State Broadcasters meeting Oct. 17 [B•T, Oct. 22] in Indianapolis by (l to r) Joseph M. Higgins, general manager, WTHI-AM-TV Terre Haute; Cecil M. Sansbury, general manager, WEHT (TV) Evansville; Edgar B. Filion, vice president in charge of tv, Meeker Co., New York; Robert B. McConnell, vice president and general manager, WISH-AM-TV Indianapolis; Louis A. Smith, sales manager for tv, Edward Petry & Co., Chicago, and Ben B. Taylor, general manager, WINT (TV) Fort Wayne.

FCC Chairman George C. McConnaughey addresses the Kentucky Broadcasters Assn. meeting at Kentucky Lake [B•T, Oct. 22]. Seated at right is Gilmore Nunn, WLAP Lexington, outgoing KBA president.

Chicago Ad Women's Clubs Schedule Final Workshops

THE STATUS of network and independent radio and television film was explored during workshop sessions conducted by the Chicago Federated Adv. and Women's Adv. clubs in that city the past fortnight.

Mechanics of timebuying and audience measurement services were reviewed by a panel consisting of Helen Davis, timebuyer at Clinton E. Frank Inc.; Jim Sweet, CBS Radio Network Sales, Chicago, and Ben Scott, WIND Chicago sales department. Highlight of session was comparison of radio's top-rated personalities eight years ago.

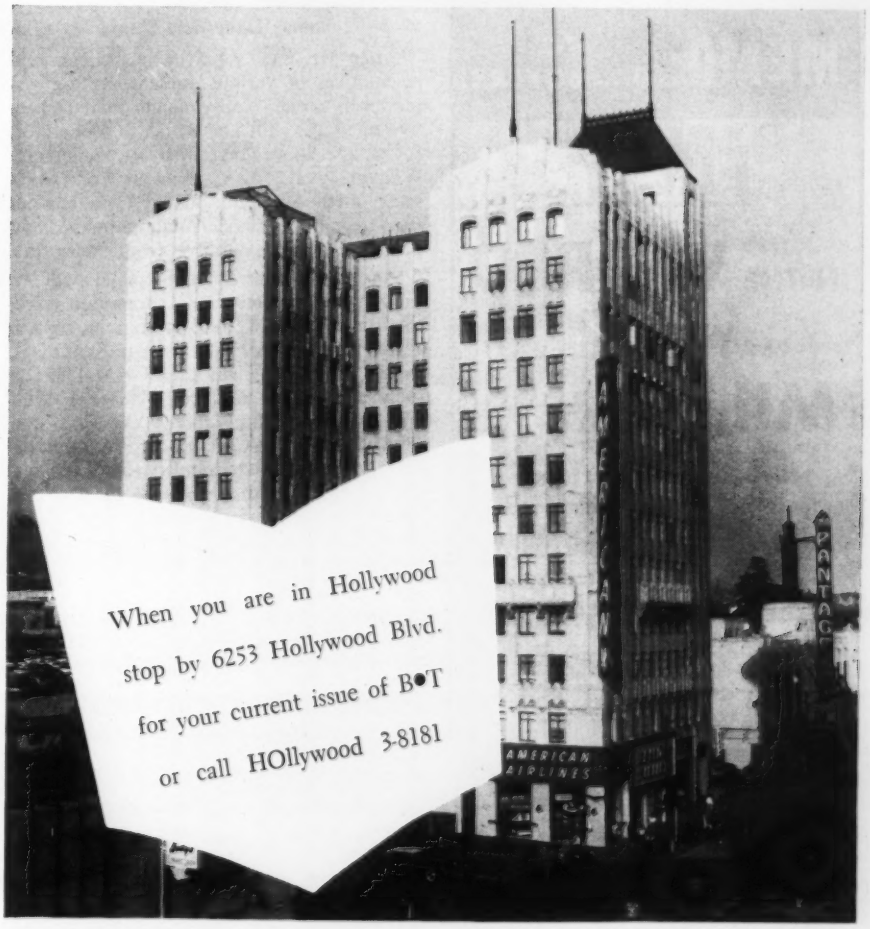
At another session John Rohrs, Music Corp. of America, and Norman Lindquist, Wilding Picture Productions, explored film production and techniques for tv commercials, discussing costs and procedures. Mr. Lindquist gave estimates for cartoon animation, live action, top motion, puppets and photo-animation.

Broadcast research and promotion will highlight this week's CFAC-WAC workshop sessions, under co-chairmanship of Mr. Lindquist and James Stirton, MCA vice president. Hal Smith, NBC Central Div., will be principal speaker. Succeeding sessions will be held on "Network Tv Today" and "Merchandising Broadcast Campaigns," closing out the eight-week radio-tv clinics.

NARTB Committee Named

MEMBERS of NARTB's Community Antenna Committee for fiscal 1956-57, as named by President Harold Fellows last week, are William Fay, WHAM-TV Rochester, N. Y., chairman; Omar Elder, ABC; Thomas K. Fisher, CBS; William C. Grove, KFBC-TV Cheyenne, Wyo.; C. Howard Lane, KOIN-TV Portland, Ore.; Harry Olson, NBC; Henry W. Slavick, WMCT-TV Memphis, and George B. Storer Jr., Storer Broadcasting Co.

The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market
WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.
WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . . a market with money in its pockets . . . a market blanketed by WOC.
The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.
Select WOC for successful sales and campaigns.
Get the facts from your nearest F & P office . . . or from WOC direct.
Basic NBC Affiliate
WOC
5,000 W 1420 Kc
Col. B. J. Palmer, President
Ernest C. Sanders, Manager
WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives


When you are in Hollywood
stop by 6253 Hollywood Blvd.
for your current issue of B•T
or call HOllywood 3-8181
AMERICAN AIRLINES

PROMOTION ASSN. TO MEET IN CHICAGO

First program seminar of new broadcasters' group convenes Nov. 16-17 with a host of industry figures as speakers.

PROMOTION as a tool of radio-tv station operation will be discussed by a group of top industry speakers at the first annual program seminar of the Broadcasters' Promotion Assn. in Chicago Nov. 16-17 [B•T, Oct. 22]. Exchange of information and views on mutual problems is described as one of the objectives of the new group.

MR. KENT

Leonard Kent, newly-elected vice president and research department director of Needham, Louis & Brorby Inc., will be principal luncheon speaker on opening day (Friday), discussing yardsticks for selecting broadcast media in key markets and importance of stations supplying data to help the agency make its decisions.

Other key industry participants set for the two-day program, to be held at the Sheraton Hotel and expected to draw over 100 promotion executives from midwest radio-tv stations, include Don Nathanson, North Agency, Chicago; David Partridge, advertising and sales promotion manager, Westinghouse Broadcasting Co.; Arthur C. Schoefield, vice president in charge of sales promotion and advertising, Storer Broadcasting Co.; Gil Berry, national sales manager, WIBC Indianapolis, Ind.; Larry Webb, managing director, Station Representatives Assn.; Dr. Seymour Banks, director of media planning and research, Leo Burnett Co., and James E. Seiler, director of American Research Bureau.

The program will open with a description of the purposes and formation of the Broadcasters' Promotion Assn., discussion period, appointment of committees on by-laws, annual national convention and services-membership structure-dues.

Techniques for promoting sale of time to national, regional and local accounts, as well as handling national-coop campaigns, will be explored by Messrs. Partridge, Schoefield and Berry and other participants at the morning session. Discussion will center on "significant differences" in selling radio and tv time; approaches to timebuyers, account executives and clients; helpful sales promotion for station representatives in selling time to agencies and advertisers, and "Importance of Station Contact Promotion Among Local and Regional Brokers." Mr. Webb will serve as moderator and other station representative executives are expected to take part as panelists.

Rating Discussion Slated

After Mr. Kent's luncheon address, representatives of various audience rating systems will explain and evaluate their respective methods, with Dr. Banks as moderator. Set as speakers, along with Mr. Seiler, are William Wyatt, A. C. Nielsen Co. (Audimeter method); Frank Stisser, C. E. Hooper Inc. (telephone coincidental methods), and probably a representative from Pulse Inc.

An audience promotion panel will be moderated by Gene Godt, promotion director of WCCO-AM-TV Minneapolis, including as participants Foster Brown, KMOX St. Louis; Joe Hudgens, KRNT-AM-TV Des Moines; Bruce Wallace, WTMJ-AM-TV Milwaukee, and Ed Wallis, KYW-TV Cleveland. Talks will be geared to print advertising, publicity, station-sponsored special events, direct mail for civic organizations, exploitation and program department facilities.

David Kimble, account executive, Grey Adv., New York, will moderate a Saturday morning panel on merchandising cooperation, covering advertising, sponsored products, dealer relationships and audience promotion for sponsors. Client needs in merchandising and extent of station services will be explored, along with agency's expected services for its clients.

Another session will touch on independent radio and uhf station promotion, along with trade paper advertising, under chairmanship of Mr. Kimble. Robert Van Roo, WXIX (TV) Milwaukee, will speak on uhf promotion, and Joe Baisch, WREX-TV Rockford, Ill., on promotion of film packages. Entries will be accepted for citation and award competition along with advertisers' promotion contests. BPA is inviting panel and table displays of audience, sales and market promotion print ads and direct mail (mounted size, 20 by 30 inches) for exhibit at the conference. A business session will close the meeting, highlighted by election of officers.

Social highlights will include two luncheons, dinner and entertainment, a tour of WNBQ (TV) Chicago color facilities and a reception hosted by B•T and *Advertising Age*, both on opening day (Friday). Registration will be held Thursday (Nov. 15, 6-9 p.m.) and Friday from 8 a.m., with a $25 fee for complete sessions or $22.50 for advance registration by Nov. 5. Registrations and displays should be mailed to Charles A. Wilson, 200 E. Illinois St., Chicago 11, Ill.

MEMO: TO TIMEBUYERS!

FIRST IN THE WORLD WITH A MILLION+

NOW—cover ALL Northeastern Pennsylvania with 1½ Million Sales-packed Watts!

LEADERSHIP . . . COVERAGE . . . POWER

GET THE FACTS!

WILK-TV Wilkes-Barre Scranton

Call Avery-Knodel, Inc.

Chamber of Commerce of U. S. Sees Holiday Sales Up 5.4%

CHRISTMAS SALES this year, with the exception of auto sales, will total 7.3% above the 1955 season, the Chamber of Commerce of the U. S. predicts, listing a total 5.4% gain with automobile sales included. Estimates place retail sales for November and December at $37.1 billion this year, compared to $35.2 billion for 1955.

Calling the overall 1956 sales increase healthier than 1955's, the organization reports a 1956 decrease for autos, the only one of the general categories listed in its forecast showing a decline. Last year's sales pattern reflected a consumer buying spree, particularly for autos, the announcement says.

Sales so far of general merchandise, apparel and furniture-and-appliance stores—the three categories dominating Christmas trade—have been almost 6% above 1955. The chamber expects a Christmas sales increase of more than 7% to push total sales to about $43.5 billion, against $41 billion in 1955.

Department store sales are averaging 5% above 1955. Gasoline service stations, showing one of the biggest gains in 1956, are estimated at 12% above last year. Drug and proprietary stores: up so far about 11%. Food stores: more than 5% above last year. Eating and drinking establishments: 6% gain. Automobiles: down about 5.8%, although the industry expects last quarter 1956 sales to equal those for the same period in 1955.

N. Y. RTES To Discuss Future of Radio Networks

A NEW SERIES of monthly luncheons featuring roundtable discussions starts this Wednesday under the auspices of the Radio & Television Executives Society in New York. The first in the series will take up network radio under the title: "Radio Networks: Have They a Tomorrow?"

Speakers this week will be John B. Poor, MBS president, and Harold Krelstein, president of Plough Broadcasting Co. (WMPS Memphis, WJJD Chicago, WCAO Baltimore and WCOP Boston).

Distributors Group Acts On Educational Color Tv

"POSITIVE, definite and immediate action" looking toward formation of educational programs in color tv and servicing will be recommended by the executive committee of National Electronic Distributors Assn. to its board in New York next December.

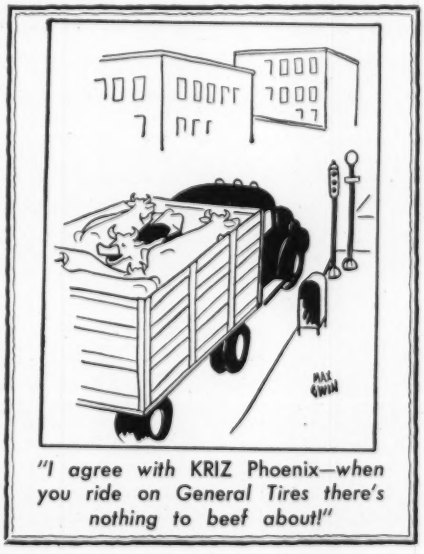
The committee met in Chicago the past fortnight and with membership in NEDA at an all-time high. Purpose of the recommendation for action on color tv would be to "enable distributors, customers, the independent servicemen, to satisfactorily and successfully compete with factory service organizations." Also studied were group insurance proposals, plans to investigate government electronic surpluses and wage-hour laws as they affect distributor companies.

L. A. College Tv Approved

A PROPOSAL to set up an experimental closed-circuit television system at Los Angeles City College was given final approval last week by the city's board of education. To cost $50,000 for the current year, the project may be extended through 1959 for an additional $158,000 if the initial test proves satisfactory. The experiment will seek to learn if at least a partial solution can be found to rising teacher shortage and lack of adequate facilities. The college will hire five people to administer and operate the tv closed circuit.

39 in Syracuse U. Tv School

THIRTY-NINE graduate students from 35 colleges and universities have enrolled this fall for the 12-month sequence in television at Syracuse U., Syracuse, N. Y. The current group is the ninth to enter the university's television training program. Of the 156 students who have completed the requirements for a master's degree, 95% are employed in the broadcasting profession, according to Dr. Eugene S. Foster, department chairman.



"I agree with KRIZ Phoenix—when you ride on General Tires there's nothing to beef about!"

NETWORK REINS HANDED TREYZ, DURGIN

AB-PT President Goldenson, during press conference held in Chicago last week, promises 'complete delegation' of authority to heads of ABC's television and radio webs.

"COMPLETE DELEGATION" of authority to Oliver Treyz and Don Durgin as heads of ABC's tv and radio networks, and close cooperation with Chicago division managers were promised Wednesday by Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theatres Inc.

Mr. Goldenson declined, however, to elaborate on his initial statement with respect to future policies expected to materialize from ABC's top-level reorganization, involving the resignation of Robert E. Kintner as president and the AB-PT president's assumption of active and direct supervision of the broadcasting division [B•T, Oct. 22, 15].

Appearing with Mr. Goldenson at a Chicago news conference in the Ambassador East Hotel were Oliver Treyz, newly-appointed director of ABC's tv network, and Don Durgin, vice president in charge of ABC Radio Network, along with Sterling C. Quinlan, ABC vice president in charge of ABC's WBKB (TV) Chicago, and John Balaban, president of Balaban & Katz Corp., AB-PT subsidiary. John H. Mitchell, special assistant to the AB-PT president, was not present.

The AB-PT and ABC team paid several calls on clients attending the annual Assn. of National Advertisers convention in Chicago (story, page 31.)

Mr. Goldenson emphasized that greater authority would be delegated to James Beach and Ernest Walker, heads of ABC Central Div. tv and radio networks, respectively, whose operations were credited with accounting for a substantial part of total network business.

Other Discussions

Color tv, station clearance problems, tv programming fare and talent dominated the news conference.

ABC-TV's entrance in the color tv picture will depend largely on set circulation and on how rapidly set sales move during November and December, Mr. Goldenson reported, and a decision will be made about February in time for any fall programming plans. The network has reserved the necessary expenditures for color, he added. Color programming at present is like "transmitting on closed circuit," he declared. He felt any color conversion would be a gradual process, studio-by-studio in key cities.

Mr. Treyz said that ABC's entrance in color now would be "premature" and concentration on black and white simply a matter of "public service and interest." He said he has found "no great advertiser interest" thus far for color, either in his new capacity with ABC or when he was president of Television Bureau of Adv. He likened color now to the status of black and white in 1947-48 and described it as in the "extreme infancy stage."

WBKB (TV) facilities in the State Lake Bldg. will be completely equipped for color television by March 1 (when facilities are moved from the Civic Opera Bldg.) and equipment could be moved in "overnight," Mr. Goldenson said. He indicated that when ABC finally makes its move, color may be launched simultaneously in New York, Chicago and Los Angeles.

In his first public statement since assuming directorship of ABC-TV, Mr. Treyz noted a "greater proportion of tv revenue" placed by network central division and said ABC believes networks should provide affiliates with programming more inherent to network operation. Mr. Treyz said ABC has "demonstrated its ability" to clear stations and to obtain good ratings with good programs like *The Lawrence Welk Show* and *Disneyland*.

He said station clearance problems are not a "significant factor in strategic progress" of ABC-TV and that the network is in a "better relative position" than CBS-TV was at the time of the tv freeze. ABC-TV will be inferior to NBC-TV and CBS-TV in some markets and superior in others, he added, in response to questions about so-called "shutout" markets where ABC may have experienced clearance difficulties. There will be three competitive stations in many markets by the 1957-58 season, Mr. Treyz asserted, adding that ABC-TV will be "definitely competitive." He promised an enlarged programming structure, with

DAILY DOUBLE

IN NORTH CAROLINA

Every day . . . more audience in Winston-Salem

Every day . . . more audience in rich 18-county Piedmont area than any other station

WSJS
RADIO
WINSTON-SALEM
NORTH CAROLINA

NBC AFFILIATE for WINSTON-SALEM, GREENSBORO, HIGH POINT
5000 W • 600 KC • AM-FM
HEADLEY-REED, REPRESENTATIVES

"fuller and more diversified" fare.

Mr. Goldenson predicted good clearance by fall 1957 on full hour live variety and dramatic shows and said ABC will seek out talent wherever it may be found for an "all-consuming" medium.

Mr. Durgin cited resurgence in network and spot radio, claiming it will motivate experiments by local stations in program formulas. He said radio's problem is still basically one of media research and selling advertisers on the medium.

PINKHAM ADVANCED TO NBC ADV. HEAD

APPOINTMENT of Richard A. R. Pinkham, vice president in charge of NBC-TV programming, to the new network post of vice president in charge of advertising, was announced last week by NBC President Robert W. Sarnoff.

MR. PINKHAM

Mr. Pinkham, who reports to NBC's Public Relations Vice President Kenneth W. Bilby, will head the network's national advertising and promotion division which, in turn, carries the on-air promotion, newspaper-magazine advertising, art and sales promotion, exploitation, guest relations and guest tours departments.

In announcing Mr. Pinkham's advancement, Mr. Sarnoff said "his experience in programming will enable us to add new depth and scope in our (NBC's) promotional effort . . . he will work closely with both radio and television programming and sales executives in the development of promotional plans for all NBC activities."

Mr. Pinkham joined NBC-TV in 1951 as planning manager and was named executive producer of *Today* the following year. He was instrumental in launching the "T-H-T" programming concept with the addition of *Home* and *Tonight*. In the autumn of 1954, he was elected vice president in charge of participating programs, and in February 1955 was promoted to the programming vice presidency. Before he joined NBC, Mr. Pinkham was with the advertising-promotion department of Time Inc., advertising-publicity of the James McCreery Department Store, an account executive with Lord & Thomas (now Foote, Cone & Belding) and, following World War II, with the *New York Herald-Tribune*.

ABC Radio Promotes Nangle

CLINTON E. NANGLE, ABC Radio sales staff member, will assume the post of eastern sales representative for ABC Radio's Western Network this Thursday, George Comtois, ABC Radio national sales manager, announced last week. Mr. Nangle joined ABC in June 1955 after a three-year U. S. Air Force stint.

Worth Waiting For

THE PRODUCTION of a tv program can be postponed a couple of weeks to incorporate suggestions of the original author of the novel. This is particularly true if the author is Sir Winston Churchill. According to NBC, the tv version of Sir Winston's novel, *Savrola*, which was to have been telecast this Wednesday on *NBC Matinee Theatre* (3-4 p.m.) has been postponed until Nov. 15. Sir Winston's suggestions on revisions were solicited by Executive Producer Albert McCleery, who, accompanied by Sarah Churchill, actress-daughter of the former British prime minister, flew to France, where Sir Winston has been vacationing, with the script.

NBC Radio Names Three Sales Heads

PROMOTION of three executives in NBC Radio's sales department affecting the San Francisco, Los Angeles and New York operations, were announced last week by William K. McDaniel, vice president in charge of sales.

Named sales manager for the network in its San Francisco office was David A. Engles, advertising-merchandising-promotion manager at KNBC San Francisco. Mr. Engles joined NBC in 1953 as merchandising manager of the o&o station.

Appointed sales manager of the Eastern Radio Network was William F. Fairbanks, who joined NBC last January as NBC Radio national sales manager, having previously served in various executive sales capacities at ABC Radio and Mutual.

Named sales manager in the Los Angeles office was William A. Louden, previously an account executive who had joined the NBC recording department while he was a student at the U. of Southern California.

All three report to Fred Horton, NBC Radio's sales director.

Collegiate, Pro Basketball Schedules Set For Networks

EASTERN Collegiate Athletic Conference has arranged a schedule of 12 basketball games which will be made available for telecasting on a regional television network, it was announced last week by Asa S. Bushnell, conference chairman.

The conference plans to discuss this project with the major tv networks for carrying the games on an eastern regional network on Saturdays from Dec. 15 through March 9, starting at 2 p.m. EST.

NBC-TV, meanwhile, announced that it will telecast for the third straight year a schedule of 15 games of the National Basketball Assn. on Saturday afternoons. These telecasts will begin Dec. 15 and continue through March 30.

Shaw Goes to KSFO, Lochridge Up at CBS

William D. Shaw resigns as radio network's sales manager, will become general manager of San Francisco station. Lothridge succeeds him.

WILLIAM D. SHAW, sales manager for the CBS Radio Network, has resigned to become general manager of KSFO San Francisco, and Ben S. Lochridge, eastern sales manager for the network, has been promoted to succeed him.

William W. Firman, CBS Radio sales manager in Detroit, will succeed Mr. Lochridge as eastern sales manager, with headquarters in the network's New York office. These changes, announced by network sales vice president John Karol, become effective Nov. 19. Mr. Firman's replacement in Detroit has not been named.

Mr. Shaw will become a vice president of Golden West Broadcasters, operator of KSFO and also KMPC Los Angeles, as well as general manager of KSFO, according to Robert O. Reynolds, Gold West president. Mr. Shaw will take up his new duties

MR. SHAW MR. LOCHRIDGE

by Dec. 1, Mr. Reynolds announced.

KSFO Manager Roman W. Wassenberg resigns Nov. 1 but remains as consultant to KSFO management.

Mr. Shaw, who has spent his career to date with CBS, was general manager of the CBS-owned KNX Los Angeles, as well as head of the Columbia Pacific Radio Network before appointment as sales manager for the CBS Radio Network. A native Californian, he joined KNX upon graduation from college and served successively as account executive, assistant sales manager, and—after a period in New York as account executive and later sales manager of CBS Radio Spot Sales' eastern division—as general manager of KNX-CPRN.

Mr. Lochridge first served with CBS in 1942-44 as a member of the sales staff of CBS-owned KMOX St. Louis. From 1944 to 1946 he was with the advertising department of Ideal Pub. Co., and from 1946 to 1949 was with Mutual's sales office in Chicago. He became sales manager of CBS Radio in Detroit in 1953 and was named eastern sales manager in 1955.

Mr. Firman joined CBS Radio Network sales in Chicago in 1951. He became manager of the Detroit sales office last January.

COLOR TAPE PREMIERED ON NBC-TV TUES. SHOW

FIRST public showing of a major advance in tv broadcasting development—color video magnetic tape—was presented by NBC-TV last week on its *Jonathan Winters Show* (Tues., 7:30-45 p.m. EDT).

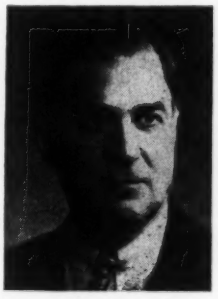
Viewers of the network show saw a 2½-minute feature starring singer Dorothy Collins in a recorded sequence presented as a progress demonstration of RCA's new color tv magnetic tape development.

Though still experimental—and so described on the show—the tape produced a picture quality which appeared to be at least as good as, if not better than, that obtained in color kinescoping. Viewed on a black-and-white set, the picture was certainly usable, but much better in close-up than in long shots. In color, the magnetic tape portion held close to the registry of the live sequences. As viewed in New York on a home receiver located about 25 miles away from the local transmission point, the picture in general preserved the quality of a live studio performance.

Because of what apparently was an engineering difficulty in the switch from live to tape, some color tone was lost, with flesh tones taking on a bluish or purplish tinge. There also was some loss of vivid color contrast that marks live telecasts. Color in the background shots did not hold as much appeal to the eye as in closeups. The tape picture, if somewhat degraded, certainly was not quite as degraded as in color kinescoping. The close-ups of Miss Collins and a male chorus projected the same type of spontaneity that is enjoyed in live production. No color blur was apparent.

Keystone Broadcasting Sees Surge in All Radio Sales

A PREDICTION that combined radio sales —network, spot and local—will jump 50% by 1961 was voiced by Edwin R. Peterson, midwest sales vice president of Keystone Broadcasting System, at a news luncheon in Chicago Oct. 18.



MR. WOLF

Mr. Peterson based his forecast on claims that future radio programs will be better suited to local listeners and that vital new shows will continue to siphon off televiewers from "mediocre shows, repeat shows and antiquated movies." More station managers are anaylzing the wants of their audiences in that light, he added.

Keystone expects to increase its total of affiliated transcription network stations from 912 to 1,100 and sales by at least 25% by the end of 1957, Mr. Peterson reported. KBS' "maximum potential" is about 1,100 stations on the basis of one station per county, it was explained. More and more national advertisers are turning to a $14 billion sales-14 million people "grassroots" market not now reached by tv, according to a Keystone survey.

Sidney J. Wolf, Keystone president, reported his company's volume this year will exceed $3 million and that 43 national sponsors are using KBS facilities, with one third of the nation's 2,900 commercial am stations as affiliates.

Rabinovitz Slated to Take High ABC-TV Finance Post

JASON RABINOVITZ, assistant controller and head of the cost control unit for ABC, is slated to be named shortly to a high finance post with the tv network in connection with the executive realignment which started a fortnight ago [B•T, Oct. 22, 15]. The exact title he will hold remained to be decided late last week.

Mr. Rabinovitz joined United Paramount Theatres in December 1949 as assistant to the secretary-treasurer, became head of stockholder and financial relations in February 1953 and, following UPT's merger with ABC to become American Broadcasting-Paramount Theatres, he moved to ABC in July 1953.

Rivers, Wailes Appointed To Head CBS Committees

APPOINTMENT of an Executive Committee and a Convention Committee of the CBS Radio Affiliates Assn. was announced last week by John M. Rivers, board chairman of the association.

The Executive Committee will consist of Mr. Rivers, WCSC Charleston, S. C. (chairman); Lee Wailes, Storer Bcstg. Co., Miami; Frank P. Fogarty, WOW Omaha; Charles C. Caley, WMBD Peoria, Ill.; and Max Ryder, WBRY Waterbury, Conn. The committee will deal with association matters that will not require action by the board of directors.

Members of the Convention Committee are: Robert R. Tincher, WNAX Yankton, S. D. (chairman); Worth Kramer, WJR Detroit and F. C. Sowell, WLAC Nashville. The committee will make plans for the fourth annual CBS Radio Affiliates Assn. convention scheduled for next year.

Whitmore Rejoins Mutual

JOHN D. WHITMORE, one-time Mutual news department manager, and former president and general manager of WGBB Freeport, N. Y., has returned to MBS, the network's program director, Brad Simpson, announced last week.

MR. WHITMORE

Mr. Whitmore will be an executive producer in charge of news and special events broadcasts, as well as other forms of programming. He entered the broadcast field in 1940 joining Mutual in 1941.

YOUR TOWER ERECTOR SAVES YOU MONEY

...when it's a Stainless Tower Installation

Write for descriptive literature

Stainless, inc.

NORTH WALES • PENNSYLVANIA

Mutual Adds Religious Shows To Lineup in November

ADDITION of two religious programs to Mutual's line-up and renewal of sponsorship of another such show were announced last week by Wendell B. Campbell, national sales vice president of RKO Teleradio Pictures, which owns and operates the network. The new series are *Word of Life Hour* (Saturday, 7:30-8 p.m. EST), starting Nov. 3, and *Datelines and Bibles* (Sunday, 9:45-9:55 p.m. EST), starting Nov. 11 under the sponsorship of the Dawn Bible Students Assn. through William Gleeson & Co., Riverside, Calif. The renewal is for *How Christian Science Heals* (Sunday, 12:45-1 p.m. EST) under the sponsorship of the First Church of Christ, Scientist, through Hoag & Provandie, Boston.

NETWORK PEOPLE

Richard L. Levison, sales representative, KRKD Los Angeles, to ABC Western Div. Radio Network as account executive.

Leonard Stern, writer for Phil Silvers and Jackie Gleason shows, to NBC-TV as producer-writer-director.

Helen O'Connell, former band vocalist, to staff of NBC-TV's *Today* Dec. 3, replacing **Lee Meriwether,** resigned to resume dramatic career.

Buckey Walters, platter-spinner deluxe, brings a New Selling Sound to KMBC-KFRM by punctuating commercials and chatter with clever piano background. ONE announcement on his "Tune Time" program produced 3,653 replies!

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America

WRITER CHALLENGES GUILD RE-RUN FEES

Guild threatens suspension of tv writer Joel Murcott, who also withholds over-scale dues and calls for member support.

HOLLYWOOD's headache over tv film re-runs and how to police them to determine residual payments to actors and creative talent grew bigger last week as tv writer Joel Murcott told Writers Guild of America, West, he is omitting tv re-run earnings from his dues because the Guild has no system to check film re-runs.

His public challenge accented the problem which the Guild took up with its eastern counterpart in New York a fortnight ago. Writers normally pay basic dues plus 1% of their earnings to the Guild. Earnings include income from tv film re-runs.

Mr. Murcott also refused to pay dues on his over-scale income and called on other tv writers to follow. He said the extra pay is because of his own efforts and not those of the guild.

But he faced suspension by the Guild before the week had ended. His position was termed "completely inaccurate and without basis" by Guild officials, and David Dortort, president of the tv-writers branch, said no such reasoning has ever been brought to the attention of the Guild before since its original film tv contract was negotiated almost four years ago.

Meanwhile, one new independent organization, Residual Research Service, is compiling data on all film showings and re-runs on all tv stations around the U. S. since 1952 and expects to have its first report ready next March [CLOSED CIRCUIT, Oct. 22]. Firm is headed by George Reeves, star in Flamingo Films *Superman* series.

"The Guild's efforts are well known to the members, not only insofar as policing re-runs is concerned but in its negotiations of collective bargaining agreements," Mr. Dortort said. "I am confident the bulk of the membership knows, and the contracts themselves prove on their face, that our film television agreements are the best contracts that have ever been negotiated for writers in the history of our collective bargaining."

Inglis Answers for Guild

There has never previously been any question from any member about paying dues on re-runs, asserted Frances Inglis, executive director of the Guild. "To say that the Guild lacks any policing system for telefilm re-runs is completely inaccurate and without basis," she continued. "The Guild acts almost as a collection agency in following up on individual re-run payments and has also taken legal steps to enforce payments where necessary. In addition, the Guild has recently negotiated clauses in its new tv film contracts covering interest payments on re-runs which are unpaid on the due dates, with injunctive relief after 30 days delay. These provisions will make collections almost automatic. Further new methods are being devised constantly to keep the Guild informed of re-run dates so that the machinery of collection can be set into motion. How well off writers in this field would be, without the benefit of all this machinery and the protection of the present contracts, is best answered by research into their sad state in the days when they each had to negotiate as a lone and unprotected individual and were in many cases unmercifully exploited, if not actually victimized."

Directors' Guild Charges NBC With Credits Abuse

QUESTION of television credits flared last week when the Radio & Television Directors Guild charged NBC-TV with contract violation in listing William Wyler as director of "The Letter" on the network's *Producers' Showcase* series on Oct. 15. The dispute will be heard by arbitrator Emanuel Stein on Wednesday, at which time the union will file a claim for $25,000 against NBC "for the loss of prestige suffered by the directors' craft generally."

The Guild claimed that Kirk Browning, an RTDG member, should have been listed as director. Mr. Wyler, a motion picture director and not a member of the guild, directed "The Letter" for motion pictures in 1940. Mr. Wyler and Mr. Browning had worked jointly on "The Letter" tv program, but the union claimed that Mr. Wyler was not entitled to the director's credit since he did not direct "all elements during the broadcast, which is part of the union's contract with the network."

Existing Censorship Opposed By Writers Guild of America

WRITERS GUILD of America has announced that the union has gone on record as "opposing the codes of censorship now prevalent in the fields of entertainment and information" affecting radio, television and the motion picture industries.

The Guild reported that its National Council has adopted a resolution recommending that its membership of more than 2,000 writers on both coasts seek to "remove unjustified censorship restraints whenever possible." This decision was one of several resulting from a two-day discussion in New York last month which covered a range of subjects including copyright problems, writers relations with their agents and organizational matters. The Council heard reports that pressure groups often cite industry rules, such as the NARTB code, as means of trying to "force the writer to revise his script completely between the time of delivery and the actual production of the material."

At the same meeting the National Council approved a plan designed to clarify the relationship between agents and writers in the television, radio and motion picture fields. It provides that the Guild membership would deal in the future only with agents acquiring Guild franchises after agreeing to a code of fair practices relating to commissions, terms of representation and services.

CCBA HIGHLIGHTS PROGRAMMING, SALES

Canadians hear of need to inform public on role of independent stations; no changes seen in liquor advertising laws; Baxter Ricard elected president for 1957.

PROGRAMMING AND SELLING featured the 6th annual convention of the Central Canada Broadcasters Assn. at the Royal Connaught Hotel, Hamilton, Ont., Oct. 21-23.

Baxter Ricard, CHNO Sudbury, Ont., was elected president for 1957, succeeding Tom Darling, CHML Hamilton, Ont. Allan Waters, CHUM Toronto, Ont., was elected first vice president; Doug Trowell, CFPL London, Ont., second vice president; Mary Burgoyne, CKTB St. Catharines, Ont., secretary, and Terry French, CKLC Kingston, Ont., treasurer. Television directors elected were Ralph Snelgrove, CKVR-TV Barrie, Ont., and Don Lawrie, CHEX-TV Peterboro, Ont. Directors to the board of Canadian Assn. of Radio & Television Broadcasters elected were Jack Davidson, CKGB Timmins, Ont., and W. T. Cruickshank, CKNX-AM-TV Wingham, Ont.

Business session Tuesday afternoon heard a report from Fred Lynds, CKCW-AM-TV Moncton, N. B., president of CARTB, and Jim Allard, executive vice president of CARTB, Ottawa, on hearings before Royal Commission on Broadcasting. Mr. Lynds felt that as a result of nationwide radio hearings, private broadcasters need to inform the Canadian public on the role of independent stations, and should form a committee of CARTB past presidents to follow through with the industry-wide planning. Mr. Allard estimated that the Royal Commission would not have a report ready for the government until March, and he urged more long range planning.

Reports at a closed business session included one on daytime stations in which the committee urged retention of a consulting engineer to handle technical interference problems. No changes were expected by a group studying radio-tv liquor advertising, now prohibited in Ontario Province.

Three Indonesians studying broadcast operations at Ryerson Institute of Technology, Toronto, under the Colombo Plan, were introduced to the convention and will study actual commercial broadcasting operations this winter at various Ontario radio-tv stations.

Stations should finance trips abroad for leading news commentators, Hugh Bremner, news supervisor of CFPL, suggested in a forum on effective radio news handling. He also urged that stations appoint national and overseas news correspondents and make more use of tape recorders and background stories.

Radio can offer fresh, interesting, reliable and companionable service to attract and hold listeners and advertisers, Robert Swezey, general manager of WDSU-AM-TV New Orleans, told the Canadian broadcasters in a discussion on how radio and television can live together profitably. He told of his station's programming activities and use of all-night radio service.

Bob Jones, general manager of WFBR Baltimore, discussed selling techniques. Ralph Brent, vice president of WIP Philadelphia, dealt in detail on better programming for the individual listener. Elmer O. Wayne, sales manager of WJR Detroit, discussed new approaches to selling with examples of how WJR's sales staff becomes better informed on the businesses of its advertisers and develops new ideas to make radio more interesting and productive.

A battery of top Canadian radio advertising executives told the delegates what advertisers want from radio and television.

Programming on Local Level

Local interests should be featured on women's programs, Easter Straker, program director of WIMA Lima, Ohio, told the Ontario and Quebec broadcasters during the BMI Canada section of the program on Monday. She emphasized that women broadcasters should be more active in community activities, devoting more of their evenings to appearing at fuctions and speaking at meetings. Women broadcasters "realize that to be seen is to be known, to be known is to be liked, and to be liked is to be listened to."

Sales, institutional and inter-station promotion ideas were discussed by Carl E. Lee, vice president of WKZO Kalamazoo, Mich. He described the various institutional promotions used by the station with contests and announcements on its affiliated WKZO-TV. Care in announcement of station breaks should be used, he stated, for if the announcer is enthusiastic and proud of the way he gives the station's call letters, that enthusiasm is bound to rub off on the listeners. He pointed out that "every move, every act on the part of any one of your personnel in some way reflects and creates an opinion of your station."

Mr. Lee mentioned that WKZO announcers read news bulletins at luncheon clubs, WKZO news is flashed on screens at intermission at outdoor theatres, at least one contest is in operation at all times, and programs featuring cities and companies in the coverage area are a regular part of the programming schedule to promote goodwill.

"Modernize your ideas and you can modernize your station," Elmo Ellis, program director of WSB Atlanta, Ga., told the Canadian group. He outlined how WSB changed its program format, how it develops local interest in news and music shows, how it went to work by a variety of methods to find out what listeners wanted to hear. He emphasized that radio should not cut its staff and services to continue operating, but that success in radio today comes from better programming, more sales and expanding station services.

"Don't believe that radio listeners are apathetic," Mr. Ellis said, "or unable to get excited about radio programs. We have created shows within the past year that have been acclaimed by listeners as the most exciting things they have heard in the past 20 years."

He pointed out that news can be improved for radio in each station's locality by careful editing and if necessary, rewriting. He stated that stations should not program in an off-balance manner for any one audience group, but should give all listeners a fair share of attention. Scripts should be in plain, ordinary, conversational language, the type that everyone in town is used to hearing in their own homes and neighborhoods, he said.

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Guard against embarrassing loss by having our unique, special *INSURANCE* which is adequate and surprisingly inexpensive.

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income per unit
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AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
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WHBF AM TV
ROCK ISLAND, ILLINOIS
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British Television Reflects Steady Growth in Five Years

TELEVISION in Britain, during the past five years, has been growing at a steadily increasing pace, British statistics indicate. Million marks in the country's set total were reached as follows: 1,031,095 in October, 1951; 2,003,449 in January, 1953; 3,105,644 in January, 1954; 4,155,989 in December, 1954; 5,078,262 in October, 1955; 6,044,330 in August, 1956.

Sir Robert Fraser, ITA director general, announced that in program popularity ITA's commercial stations have been beating the non-commercial BBC at the rate of two to one and sometimes three to one. Recent audience figures for ITA give 3,670,000 viewers for the London station, 1,351,000 for the Lancashire station (since May 2, this year) and 1,578,000 in the Midlands (since Feb. 17, this year). For the new Yorkshire transmitter an audience of 1.2 million is expected.

CKWX Operations Move Into $500,000 Building

CKWX Vancouver, B. C., on the air 33 years, has moved into a $500,000 building housing the complete operation of the station at 1275 Burrard St. The building is 120 feet long and 80 feet wide and houses five studios and three control rooms. Six program operations can be handled simultaneously.

The station also owns a permanent $10,000 radio building in the Pacific National Exhibition grounds at Hastings Park, Vancouver. President and founder of CKWX is Arthur Holstead, who started the station with 10 w at Nanaimo, B. C., in 1923, and moved to Vancouver in 1927 with 100 w. CKWX now operates with 5 kw. F. H. Elphicke is general manager.

Canadian AAA Elects Officers

E. V. RECHNITZER, president of MacLaren Adv. Ltd., Toronto, Ont., was re-elected president of the Canadian Assn. of Advertising Agencies at Toronto a fortnight ago. D. E. Longmore, president of McKim Adv. Ltd., which has headquarters in Montreal, Que., and Elton Johnson, president of Locke, Johnson Co. Ltd., Toronto, were elected vice presidents, and W. H. Reid, managing director of Spitzer & Mills Ltd., Toronto, was elected secretary-treasurer.

Apple for the Teacher

THE 345 school teachers in and around Lethbridge, Alta., were presented cellophane-wrapped apples by CJOC Lethbridge as a special tribute to the teachers and to usher in the British Columbia McIntosh apple season. The morning of the presentation, CJOC paid tribute to the teachers with special music.

550,000 Tv Sets in Germany

GERMANY'S tv total already is approaching the 550,000 mark which originally was set by local manufacturers as the final goal for 1956. Original estimates for 1957 of 750,000 licensed tv sets are most likely to be topped by at least 30%, say manufacturers, who declare resistance of the public in Germany (due to relatively high set prices and poor programming of the non-commercial stations) is disappearing because of the booming general economy.

Swiss Tv Set Count 16,664

SWITZERLAND now has 16,664 television sets in operation. Ten percent of the total (1,653) are U. S. imports, and others were manufactured in Germany, Holland, Britain, Italy and Switzerland.

Britain Color Forecast Made

BRITISH Radio Industry Council believes that regular color tv programs are unlikely to be achieved in Britain before 1963. Organization in a statement has said that upcoming London color tv test transmissions cover only a small segment out of the complex technical problems yet to be resolved. The Council stated that "we are still further away from putting color tv into operation here and being able to sell sets at a price which the public can afford." Meantime, BBC has quietly started production of its first color tv films (six quarter hour programs, titled *Fashions Through the Ages*) with plans to use them now in black-and-white transmissions and repeat them when color comes up.

INTERNATIONAL PEOPLE

Ed Harris, formerly of WARE Ware, Mass., appointed vice president in charge of sales, CHUM Toronto, Ont. **Phil Ladd,** program director, KDUB Lubbock, Texas, to same position at CHUM.

H. T. (Mac) McCurdy has been appointed manager, CJAD Montreal, Que.; **Ned Conlon** has been named director of programs for station. **R. L. Laurion** has been named assistant director of programs and office manager.

MR. McCURDY

MR. CONLON

Bob Armstrong, manager, Toronto office, Joseph A. Hardy & Co., station representatives, and president, Canadian Television Representatives Assoc., to sales department, Toronto office, All-Canada Television Ltd., station representatives.

Doug Keough, CJLH-TV Lethbridge, Alta., to sales manager, CHEK-TV Victoria, B. C., which plans to go on the air Nov. 1. **Bob Hallock,** program director, KLEW-TV Lewiston, Idaho, to CHEK-TV in similar capacity.

Mel Cooper, merchandising manager, CKNW New Westminster, B. C., to promotion manager. **Don MacDonald,** news editor, to merchandising staff, and **Tom Huntley** to advertising manager.

Jean Baulu, announcer, CKVL Verdun, Que., to radio-tv producer, J. Walter Thompson Ltd., Montreal.

James Grant Hyland, 50, founder and president, CJIC-AM-TV Sault Ste. Marie, Ont., died Oct. 5 at his home.

INTERNATIONAL SHORTS

General Foods Ltd., Toronto started *On Camera,* one-hour live drama show (Monday 8:30-9:30 p.m.) produced by CBC at CBLT Toronto, Ont. Agency is Baker Adv. Ltd., Toronto, Ont.

CHRS St. Jean, Que., new 1 kw daytime station on 1090 kc, starts operations early in November, with Canadian General Electric equipment.

Breithaupt, Milsom Ltd., Toronto, Ont., enfranchised as advertising agency by Canadian Association of Radio and Television Broadcasters, Ottawa, Ont.

Better Programming...
What's it worth to you?
• Save money . . . make money . . . with Standard's SHORTY-TUNES . . . for better, more flexible, more profitable programming!
• Only 1¼ minutes average length — get precious extra minute for extra commercial without double or triple spotting. • Outright buy—No contract. Send for ONE month trial 20 Tunes for only $8.50.
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360 N. Michigan Avenue, Chicago 1, Illinois

AWARDS

Folsom Gets Catholic Honor

RCA President Frank Folsom has been selected as co-winner of the 1956 James J. Hoey Award for Interracial Justice by the Catholic Interracial Council, New York, it was announced last week. Mr. Folsom was cited for his work in behalf of F.E.P.C. legislation. The Catholic layman also has been awarded the Catholic Action Medal of St. Bonaventure U. He is a Knight of Malta and a Knight of the Holy Sepulchre.

AWARD SHORTS

Todd Storz, owner, Mid-Continent Broadcasting Co., named by Omaha Chamber of Commerce as one of 10 outstanding young men of year.

Gladys Liggett, sales manager, packaged drugs and foods divisions, American Home Products Corp., N. Y., cited as 1956 Business Woman of Achievement by Business & Professional Woman's Clubs of New York State.

Randall S. Jessee, news-special events director, WDAF-AM-TV, Kansas City, Mo., is to be given William Jewell Citation for his service to industry in covering Kansas floods, political conventions and for his seniority in Kansas City area broadcasting. Mr. Jessee to be cited at dinner honoring several alumni of Jewell College, Liberty, Mo.

Stanley Bell, WRC Washington sales representative and 30-year broadcasting veteran, honored by Washington Advertising Club Oct. 16 at luncheon observing B•T's 25th anniversary.

Carl de Suze, WBZ Boston disc jockey, cited by Massachusetts United Nations Day Committee for "significant contributions to public understanding of the principle and purposes of the United Nations."

WRCV-TV Philadelphia, cited by Lutheran Church, Missouri Synod, on commencement of fifth year of *This Is the Life* series. Plaque presented to Lloyd Yoder, NBC vice president and general manager of WRCV-AM-TV, praised WRCV-TV's "outstanding public service to the religious life of Philadelphia."

Arthur C. King, director of public affairs, WEEI Boston, has received certificate of appreciation from Boston Aid to the Blind Inc., for his efforts in that group's behalf.

WICS (TV) Springfield, Ill., awarded plaque on behalf of Lutheran Church-Missouri Synod for outstanding public service contributing to religious life of community.

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PROGRAMS & PROMOTIONS

WOODBURY OFFERS ALLEN ALBUM

A NEW Steve Allen album, entitled "The Best of Steve Allen," which features four of his top hits, will be offered as a premium for three soap wrappers and 25 cents by Woodbury soap. The album will be promoted on the *Steve Allen Show* (Sundays, 8-9 p.m. on NBC-TV). Agency for Woodbury is Robert W. Orr & Assoc., N. Y.

WGN-TV COVERS FARM TOPICS

NEW weekly half-hour program, designed to serve agriculture in the midwest farm area, has been launched by WGN-TV Chicago, with Norman Kraeft, farm service supervisor of WGN-AM-TV that city, as moderator. Titled *RFD Chicagoland,* show concentrates on agricultural news of general interest and a resume of livestock, grain, poultry and eggs market. Participating in the weekly program are land-grant colleges, commodity organizations and the U. S. Dept. of Agriculture. Different commodities are covered in each week's telecast.

NEW NAT (KING) COLE SHOW

NAT (KING) COLE, song stylist and pianist, will be featured as host on his own weekly NBC-TV program starting Nov. 5, it has been announced by Harold Kemp, NBC Pacific Div. program executive. The singer will be supported by 16-piece orchestra and five-member vocal group. The show is set for Monday 7:30-7:45 p.m.

WTTW (TV) RELIGIOUS SERIES

SERIES of three special telecasts designed to aid newcomers to Chicago in selecting a church of their choice has been conducted by the Church Federation of Greater Chicago (Religious Radio-Tv Center) on WTTW (TV), educational station in that city. Titled *Time for Religion,* the program features a panel of speakers moderated by the Rev. E. Jerry Walker, the Methodist minister and one-time WLS Chicago personality before he entered the ministry. Series is offered on the theory that there are 30,000 newcomers (mostly Protestants) to Chicago each year.

TOMMY MONT (l), U. of Maryland head football coach, signs with WTOP Washington for a twice-a-week series of sports programs entitled *Sports With Tommy Mont.* With him are Ed Ryan, WTOP director of news and public affairs, and Patti Searight, the station's program director. The program is being presented on Monday and Friday nights.

Your BEST SALES FORCE in BUFFALO

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PETERS, GRIFFIN, WOODWARD, INC.

BMI

Stories from the Sports Record

Continuities for November

Music and sports team up in this series devoted to eye-witness accounts of dramatic action on the winter sports scene.

November's continuity package contains 12 fifteen minute programs featuring the sports of the winter season . . . the Olympics, football, boxing, along with some of the great anecdotes of the world of sports.

Your Station Program Department should be receiving this script package regularly. If not, please write to BMI's Station Service Department for "Stories from the Sports Record."

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
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NBC SCHEDULES 'JAZZ AGE'

CALL TO FREEDOM, the story of Austria's independence, scheduled for the second of this season's *Project 20* programs on NBC-TV Dec. 6, has been postponed until 1957. In its stead, NBC-TV will place *The Jazz Age*, an hour-long documentary on the "Roaring Twenties," which is narrated by the late Fred Allen. The sponsor is North American Phillips Co., N. Y., through C. J. LaRoche & Co., N. Y.

SOUND PROMOTION BY WBC

COMPLETION of a special 3-folder brochure for Westinghouse Broadcasting Co., containing a laminated paperback sound recording, was announced last week by Olmsted Sound Studios, coincidentally with the formal opening of its new paperback record division. The exclusive process, copyrighted by Bing Crosby Enterprises, is handled by Olmsted in the eastern part of the U. S.

WXIX (TV) TRIES RADIO LURE

CROSS-PROMOTION on local radio stations has been expanded by WXIX (TV) Milwaukee with an additional spot saturation schedule on WFOX in that city, effective Nov. 1, the CBS o&o outlet reports. At the same time, WXIX will use car card advertising on Milwaukee buses to promote the station, programs and sponsors, giving its schedules in eight different media.

NBC ADMITS POETS ARE PEOPLE

NBC RADIO, in cooperation with Columbia U., N. Y., Institute of Arts & Sciences, will launch a six-week series of reading by famous poets and playwrights under the title, *Poets and Other People* (10:30-11 p.m. EST). The program is scheduled to begin Oct. 31.

WIBW-TV Topeka, Kan., during National Tv Week last month presented awards to sponsors who have advertised on the station since it began operation in 1953. The recognition was given on *Salute Tv*, one of several special programs observing the annual celebration.

COLLEGE HISTORY ON WTWO (TV)

WTWO (TV) Bangor, Me., and the U. of Maine Dept. of History have joined forces to present a 13-week series dealing with the history of that state. *Maine History* will be produced by the university and is being offered as a credit course by the school. The series got underway Oct. 21.

RENAME CAVALCADE THEATRE

EFFECTIVE tomorrow (Tuesday), ABC-TV's *DuPont Cavalcade Theatre* (Tuesdays, 9:30-10 p.m.), will change its name to *DuPont Theatre*.

RATINGS VIA PROMOTION: 'BOSTON MOVIETIME' STORY

A CAREFULLY-PLANNED promotion is paying off in top ratings for *Boston Movietime*, new feature film show on WBZ-TV Boston. The 4:45 p.m. show features Warner Bros. full-length movies for adults and teenagers and "Popeye" cartoons for children.

A trade campaign heralded the program's debut, and local papers carried teaser ads for several weeks prior to the opener. These teasers also were presented on both WBZ Radio and WBZ-TV. In addition, time was purchased on competitive New England radio stations to plug the show.

For several weeks before *Boston Movietime* was scheduled to go on the air, Sandra Burnham, Boston model, traveled throughout the WBZ-TV coverage area visiting local and area newspapers and presenting the editor of each paper with a detailed press kit giving the complete story on all phases of the program.

Airplanes towing sky advertising were seen throughout New England for two weeks before the opening date of the film show. Sound trucks toured the area and a full run of car cards was placed in the Metropolitan Transit System. Taxi posters were displayed on the back of 80 cabs, and automobiles carrying colorful *Boston Movietime* banners were a common sight.

At noon on the premiere day (Sept. 10), Boston's Casino on the Charles was the scene of a festive luncheon, with WBZ-TV clients and members of local agencies in attendance, and at 4:45 p.m. host Alan Dary introduced the initial program.

For the first two weeks of the show, Mr. Dary conducted a contest in which viewers were requested to send in postcards giving their name, address and phone number. Sometime during the program the host gave a slogan and selected one of the cards. The viewer able to repeat the slogan when called on the phone received a movie camera, projector, screen and portable television set. After just one week, more than 33,000 pieces of mail had come in.

The result of this promotion?

Prior to *Boston Movietime*, the 4:45 to 6:45 p.m. spot had been used for syndicated film shows and cartoons, with a rating of 4.3. With *Boston Movietime* in the same period, the rating came up to 13.7, according to station officials. And ARB ratings for September show an increase of 253% over the previous programming in this time segment.

New Tv Stations . . .

ACTIONS BY FCC

Walla Walla, Wash.—Walla Walla Tv Co. granted vhf ch. 8 (180-186 mc); ERP 3.04 kw vis., 1.51 kw aur.; ant. height above average terrain 10 ft., above ground 207 ft. Est. construction cost $51,405, first year operating cost $100,000, revenue $150,000. P. O. address 1411 Fourth Ave. Building, Seattle, Wash. Trans. location Marcus Whitman Hotel, Walla Walla. Geographic coordinates 46° 04′ 00″ N. Lat., 118° 20′ 23″ W. Long. Trans. and ant. RCA. Legal counsel D. F. Prince, Washington. Consulting engineer Frank H. McIntosh, Washington. Principals include **Cascade Bcstg. Co.** (100%), owner and operator of **KIMA-AM-TV Yakima**, ch. 19 **KEPR-TV Pasco, Wash.** and **KLEW-TV Lewiston, Idaho**, and 40% stockholder of **KWIE Kennewick, Wash.**, Pres. **Thomas C. Bostic**; Vice Pres. **J. Barry Watkinson**, and Sec.-Treas. **Frank E. Mitchell.** Announced **Oct. 24.**

Casper, Wyo.—Harriscope Inc. granted vhf ch. 2 (54-60 mcs); ERP 0.208 kw visual, 0.105 kw aural; ant. height above average terrain –275 ft., above ground 200 ft. Estimated construction cost $80,670, first year operating cost $120,000, revenue $132,000. P. O. address % **Burt I. Harris**, 335 N. Beverly Dr., Beverly Hills, Calif. Studio and trans. location 1st & Center St., Casper. Geographic coordinates 42° 51′ 01.6″ N. Lat., 106° 19′ 26.7″ W. Long. Trans. & Ant. Adler. Legal Counsel Sher, Oppenheimer & Harris. Consulting engineer Jay E. Tapp, T & T Radio Measurements Co. Principals include Burt Harris (former vp., currently dir., Toni Div., Gillette, Co.) 40%, **Irving B. Harris** (former Toni advertising dir.) 40%, and **Don Paul Nathanson** (pres., North Adv., Chicago) 20%. Announced Oct. 17.

APPLICATION

Rapid City, S. D.—John Daniels, Eli Daniels and Harry Daniels d/b as The Heart of the Black Hills Stations vhf ch. 7 (174-180 mc); ERP 0.535 kw vis., 0.268 kw aur., ant. height above average terrain 542 ft., above ground 391 ft. Estimated construction cost $58,757, first year operating cost $96,000, revenue $105,000. P. O. address Box 609, Rapid City. Studio location 1438 Mountain View Dr. Trans. location on skyline drive. Geographic coordinates 44° 04′ 17″ N. Lat., 103° 15′ 07″ W. Long. Trans. Adler, ant. Prodelin. Principals own **KDSJ-AM-TV Deadwood** and **KRSD Rapid City**, both **S. D.** Filed Oct. 24.

APPLICATIONS AMENDED

St. Louis, Mo.—Application of **Plaza Radio & Tv Co.** for new tv amended to change aur. ERP to 122.75 kw, change ant. height above average terrain to 262.86 ft. and correct coordinates. Filed Oct. 23.

Casper, Wyo.—Application of **Casper Mountain Television Corp.** amended re stock and stockholders and to furnish additional financial data. Filed Oct. 22.

Existing Tv Stations . . .

ACTIONS BY FCC

CALL LETTERS ASSIGNED

WGTV (TV) Athens, Ga.—U. of Georgia, noncommercial educational ch. 8.

WALN-TV Ashland, Ky.—Polan Industries, ch. 59. Changed from WPTV (TV).

WWEZ-TV New Orleans, La.—WWEZ Radio Inc., ch. 32.

WREG (TV) New York, N. Y.—U. of State of New York, State Education Dept., non-commercial educational ch. 25. Changed from WGTV (TV).

KAMT-TV Alpine, Tex.—Alpine Television Co., ch. 12.

APPLICATIONS

WMBR-TV Jacksonville, Fla.—Seeks cp to install aux. ant. system. Filed Oct. 22.

WCBC-TV Anderson, Ind.—Seeks mod. of cp to change frequency to ch. 26, change ERP to 20.8 kw vis., 11.2 kw aur., change type ant. and make other equipment changes in non-commercial education station. Filed Oct. 22.

WAFB-TV Baton Rouge, La.—Seeks mod. of cp to change ERP to 790 kw vis., 474 kw aur.; change trans. location to Brightside Drive, Baton Rouge, change type ant. and make other equipment changes. Filed Oct. 22.

Allocations . . .

ACTIONS BY FCC

Rockford, Ill.; Madison, Wis.; Fond du Lac, Wis.—By Winnebago Television Corp. **(WTVO [TV] Rockford, Ill.**, ch. 39) to delete ch. 3 from Madison Wis., and assign it to Rockford by shifting assignment at Fond du Lac, Wis., from

When all the shouting is over and the last campaign speech has been made, isn't this what all the struggle is really about?

You and your neighbors are going to march to the polls November 6 and settle things the American way.

Not by fists or by force, not with a penalty if you don't vote, or the secret police checking up to see if you did.

You'll vote because it's the thing to do.

Vote as you please, of course—but vote.

Vote for the party and the candidates you honestly believe will represent you best.

But also vote because you believe in this democracy of ours and you want to keep it the way it is—a country where you can have your say and nobody else can say it for you.

Everybody you know will be there.

We'll see you at the polls.

THE AMERICAN HERITAGE FOUNDATION

PUBLIC SERVICE ADVERTISING COUNCIL

VOTE NOVEMBER 6th!

ch. 54 to ch. 68. (Outstanding rule-making in Docket 11754 would make Madison all-uhf commercial (21, 27 and 33) by changing educational assignment from *21 to *3). Announced Oct. 18.

Des Moines, Iowa—By memorandum opinion and order, FCC denied petitions by Rib Mountain Television Inc. (**KGTV [TV] Des Moines**) and Town & Farm Co. (**KIOA Des Moines**) for reconsideration of Commission's July 19 report and order denying request of Rib Mountain to shift educational reservation in Des Moines from ch. *11 to uhf channel. Comrs. Bartley and Lee concurred in result. Announced Oct. 18.

By separate memorandum opinions & orders, FCC denied requests for amendments to outstanding rule-making proceedings or for separate rule-making, but included following proposals in Dockets 11752 and 11757 respectively:

Louisville, Ky.; Evansville, Ind.—By Sens. Robert Humphreys, Gov. A. B. Chandler, both Kentucky, Mayor Andres Broaddus of Louisville, and Mid-America Broadcasting Corp. (**WKLO-TV Louisville**, ch. 21) to assign ch. 7 to Louisville by deleting it from Evansville. (Outstanding rule-making in Docket 11757 would make Evansville all commercial-uhf by making only present vhf ch. 7 educational instead of commercial and removing present educational reservation from ch. 56, thus giving Evansville chs. 50, 56 and 62 for commercial use.

New Orleans, La.; Mobile, Ala.—By **Loyola U.**, New Orleans, to delete ch. 6 at New Orleans, from assignment proposed for that city. (Outstanding rule-making in Docket 11752 would make Mobile all-vhf commercial by giving it ch. 4 from New Orleans in exchange for ch. 42 (now educational in Mobile but would be commercial in New Orleans) and making Mobile's present ch. 48 educational; thus Mobile would have commercial chs. 4, 5, 10 and educational ch. *48; New Orleans 6, *8 (educational), 20, 26, 32, 42 and 61.) Announced Oct. 18.

Jackson, Baton Rouge, La.—FCC invites comments by Nov. 21 to proposal by Bayou Broadcasting Corp. (**WCNS [TV] Baton Rouge** ch. 40) to amend tv table of assignments to switch ch. 18 from Jackson, and assign it to Baton Rouge. Announced Oct. 18.

WMUR-TV Manchester, N. H.—By memorandum opinion and order FCC denied petition by The Radio Voice of New Hampshire Inc. (WMUR-TV, ch. 9), for rule-making to move boundary line between Zone I and Zone II to place greater portion of New Hampshire and Vermont in Zone II. Comr. Doerfer abstained from voting. Announced Oct. 18.

Youngstown, Ohio-New Castle, Pa.—FCC by report and order, finalized rule-making in Docket 11766 and amended tv table of assignments, effective Nov. 21, to assign ch. 45 to Youngstown, Ohio-New Castle, Pa., as hyphenated area, instead of present assignment to New Castle alone; rejected proposal by **Community Telecasting Co.** (WXTV [TV] ch. 73), Youngstown, to substitute ch. 33 for ch. 73 in Youngstown and replace ch. 47 in Pittsburgh with ch. 22; denied request by WKST Inc. (**WKST-TV, New Castle**, ch. 45) for issuance of show-cause order to specify operation on that channel in Youngstown. Comr. Bartley voted to put ch. 33 in Youngstown also; Comr. Craven abstained from voting. Announced Oct. 18.

Lubbock, Tex.—FCC by report and order denied petition by **Texas Technological College** to designate tv ch. 5 in Lubbock as education instead of ch. *20; terminated rule-making proceeding. Announced Oct. 24.

PETITIONS

KVAN-TV Vancouver, Wash.—Requests amendment of Sec. 3.606 to allocate ch. 2 to Vancouver in lieu of ch. 21, presently authorized. Petitioner also requests issuance of order to show cause why KVAN-TV assignment should not be changed from its present ch. 21 to ch. 2. Filed Oct. 12.

KVDO-TV Corpus Christi, Texas—Requests amendment of Sec. 3.606 by issuance of rule-making looking toward deletion of one or both of vhf channels presently allocated to Corpus Christi in order to make that community an all-uhf or predominantly uhf community; (2) in alternative assign ch. 3 to Corpus Christi and delete assignment of ch. 13 to Laredo, Tex.; (3) in alternative assign either ch. 2 or ch. 13 to Corpus Christi; if ch. 13 is assigned to Corpus Christi, that channel should be deleted from Laredo; and (4) in alternative delete ch. 13 from Laredo and assign it to Kingsville, Tex., and authorize petitioner to operate station on ch. 13 at Kingsville as satellite. Filed Oct. 15.

W P A G-T V Ann Arbor, Mich.—Requests amendment of Sec. 3.606 to change allocation of ch. 12 from Flint, Mich., to Ann Arbor. Filed Oct. 16.

Translators . . .

ACTION BY FCC

Weed Heights, Nev.—Application of **The Anaconda Co.** seeking ch. 72 (818-824 mcs), 32 w ERP, for use as tv translator station, returned for reaffirmation of Sec. 1, letter 10-17-56. Announced Oct. 22.

APPLICATION

Cortez, Colo.—**T.V. Inc.** seeks mod. of cp (which authorized translator station) to change translator location (no change description except coordinates), change ERP to 64 w, make ant. and other equipment changes. Filed Oct. 23.

New Am Stations . . .

ACTIONS BY FCC

Jasper, Ala.—**Walker County Bcstg. Co.** granted 1240 kc, 250 w unl. Post office address Drawer 620, Cullman, Ala. Estimated construction cost $16,428.25, first year operation cost $36,000, revenue $48,000. Sole owner **Hudson C. Millar Jr.** is owner and manager of **WKUL Cullman.** Announced Oct. 18.

Tulare, Calif.—**SanVal Broadcasters** granted 1370 kc, 1 kw D. P. O. address 1044 W. 25th St., Merced, Calif. Estimated construction cost $15,000, first year operating cost $48,000, revenue $54,000. Principals are equal partners **Gene V. Mitchell**, business interests and **Robert T. McVay**, 2.5% stockholder of **KSDA Redding, Calif.**, and sports director of **KYOS Merced.** Announced Oct. 24.

Newark, Del.—FCC by order denied waivers of rules and dismissed application of **George E. Remp** for new non-commercial educational fm. Announced Oct. 24.

Brooksville, Fla.—**Hernando Bcstg. Co.** granted 1450 kc, 250 w unl. P. O. address % **Elmo B. Kitts**, 4709 A Habana Ave., Tampa, Fla. Estimated construction cost $9,600, first year operating cost $26,500, revenue $32,000. Principals are **Mr. Kitts** (90%), 25% owner **WEBK Tampa, WPRY Perry, Fla.**, and **WDCF Dade City, Fla.**, and **Roy O. Hawthorne** (10%), WEBK salesman-announcer. Announced Oct. 18.

Winter Haven, Fla.—Application of **William Henry Alford** seeking cp for new am on 1320 kc, 1 kw D, returned. (Filed as individual rather than partnership.) Announced Oct. 18.

Commerce, Ga.—**Albert S. Hardy** granted 1270 kc, 1 kw D. P. O. address Box 209, Commerce. Estimated construction cost $13,350, first year operating cost $24,000, revenue $36,000. Mr. Hardy is owner of *Commerce* (Ga.) *News*. Announced Oct. 18.

Winona, Minn.—**Winona Bcstg. Co.** granted

Station Authorizations, Applications
(As Compiled by B • T)

October 18 through October 24

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization STA—special temporary authorization.

Am-Fm Summary through Oct. 24

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,939	3,078	162	328	131
Fm	522	545	38	41	1

FCC Commercial Station Authorizations

As of September 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,911	517	204
Cps on air	47	10	303
Cps not on air	106	19	113
Total authorized	3,064	546	620
Applications in hearing	177	2	126
New station requests	276	9	54
New station bids in hearing	122	0	76
Facilities change requests	151	3	32
Total applications pending	875	98	401
Licenses deleted in September	0	1	2
Cps deleted in September	1	1	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Oct. 24

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	375	90	465[1]
Noncom. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	325	316	651[1]
Noncom. Educational	23	21	44[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,029	337	804	563	1,367[3]
Noncom. Educ.	62		35	27	62[4]
Total	1,091	337	839	589	1,429[5]

[1] 173 cps (33 vhf, 140 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 698 already granted.

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

NATION-WIDE SERVICE

1570 kc, 1 kw D. P. O. address 586 Juul Rd., Hutchinson, Minn. Estimated construction cost $19,740, first year operating cost $48,000, revenue $60,000. **Albert S. Tedesco,** Winona principal, is 85% owner **KDUZ Hutchinson, Minn.** Announced Oct. 24.

Corinth, Miss.—Triangle Bcstg. Co. granted 1330 kc, 500 w D. P. O. address 614½ Waldron St., Corinth. Estimated construction cost $16,237.03, first year operating cost $21,575, revenue $36,200. Principals are equal partners **Luther C. Moore,** haberdasher; **W. E. Gray,** dry cleaner; **Charles W. Bolton,** school teacher, and **E. H. Huntley,** employe of **WBIP Booneville, Miss.**. Announced Oct. 18.

Kearney, Neb.—Elbert M. Gallemore Sr. granted 1460 kc, 5 kw D. P. O. address 3303 F Ave., Kearney. Estimated construction cost $19,000, first year operating cost $32,000, revenue $60,000. Mr. Gallemore holds construction-contractor interests. Announced Oct. 24.

Dyersburg, Tenn.—Southern General Bcstg. Co. granted 1330 kc, 500 w D. P. O. address % **Hamilton Parks,** Trimble, Tenn. Estimated construction cost $15,404, first year operating cost $27,720, revenue $35,500. Sole owner Mr. Parks is insurance agent and farm owner. Announced Oct. 18.

Roanoke, Va.—Elmore D. Heins & Reba Figgatt Heins granted 910 kc, 1 kw D. P. O. address American Theatre Bldg., Roanoke 11. Estimated construction cost $27,709, first year operating cost $60,000, revenue $80,000. Mr. Heins is pres.-38% stockholder of National Theatre Corp., Roanoke. He is former minority stockholder in **WROV Roanoke.** Announced Oct. 24.

Prosser, Wash.—Prosser-Grandview Bcstg. Inc. granted 1310 kc, 1 kw D. P. O. address P. O. Box 217, Prosser. Estimated construction cost $17,519, first year operating cost $30,000, revenue $33,000. Principals include Pres. **Forrest H. Bishop** (41%), employe of **KWIE Kennewick, Wash.,** and Vice Pres. **Jack L. Quinn** (16.6%), general manager Richland, Wash., Tv Cable Corp. Announced Oct. 24.

APPLICATIONS

Huntsville, Ala.—Walter G. Allen 1380 kc, 1 kw D. P. O. address 1953 Southwood Rd., Birmingham, Ala. Estimated construction cost $7,500, first year operating cost $15,000, revenue $25,000. Mr. Allen is commercial mgr., **WEZB Birmingham.** Filed Oct. 18.

Naugatuck, Conn.—Naugatuck Valley Service Inc. 860 kc, 250 w DA-D. P. O. address 90 Church St., Naugatuck. Estimated construction cost $24,900, first year operating cost $49,660, revenue $56,390. **Maurice Greenberg** (88.3% owner of applicant), is Waterbury, Conn., real estate dealer. Filed Oct. 24.

Idaho Falls, Idaho—J. Ronald Bayton 980 kc, 1 kw D, remote control trans. P. O. address Box 356, Pullman, Wash. Estimated construction cost $13,568, first year operating cost $32,000, revenue $36,000. Mr. Bayton is 50% partner-mgr., **KOFE Pullman, Wash.,** and 100% owner, **KYTE Pocatello, Idaho.** Filed Oct. 22.

Kellogg, Idaho—Radio Kellogg Inc. 900 kc, 1 kw D, remote control trans. P. O. address No. 2, McKinley Ave., Kellogg. Estimated construction cost $18,856, first year operating cost $31,132, revenue $42,400. Principals include Roger L. Hagadone, pres.-99% owner who also is pres.-gen. mgr., **KYME Boise, Idaho,** and vp., applicant for new am in Mountain Home, Idaho. Filed Oct. 18.

Vincennes, Ind.—W. H. Firmin and J. H. Firmin d/b as The Firmin Co. 960 kc, 500 w, DA-D. P. O. address Hilanoa #12, RFD 2, Metropolis, Ill. Estimated construction cost $29,569, first year operating cost $47,520, revenue $66,000. Principals are partners in **WMOK Metropolis.** J. H. Firmin is WMOK gen. mgr. Filed Oct. 23.

Presque Isle, Me.—Northeastern Bcstg. Co. 950 kc, 1 kw D, remote control trans. P. O. address Smith Bldg., Main St., Presque Isle. Estimated construction cost $25,017, first year operating cost $45,400, revenue $52,000. Northeastern Bcstg. is wholly owned subsidiary of **Community Bcstg. Service (WABI Bangor, Me.)** Filed Oct. 24.

Duluth, Minn.-Superior, Wis.—Robert D. Barlow and Gene W. Phillipe d/b as Philbar Bcstg. Co. 1320 kc, 1 kw D. P. O. address 4071 Wedgewood Terrace, Glen Haven Drive, La Crosse, Wis. Estimated construction cost $11,200, first year operating cost $24,000, revenue $28,000. Mr. Barlow is La Crosse automobile dealer. Mr. Phillippe is 33% owner-gen. mgr., **WLCX La Crosse.** Filed Oct. 23.

Concord, N. C.—Wayne M. Nelson 960 kc, 500 w D, remote control trans. P. O. address Box 72, Concord. Estimated construction cost $14,800, first year operating cost $24,000, revenue $36,000. Mr. Nelson owns **WHIP Mooresville, N. C.; WAYN Rockingham, N. C.,** and **WPET Greensboro, N. C.** Filed Oct. 22.

Douglas, Wyo.—Douglas Bcstg. Inc. 1450 kc, 100 w unl. P. O. address % **J. Howard Jones,** 1227 Clark St., Thermopolis, Wyo. Estimated construction cost $17,447, first year operating cost $24,000, revenue $30,000. Principals include Mr. Jones, pres.-17%, employe, **KTHE Thermopolis; Elmer Tanner,** stockman-farmer, 25%; **Luke McNeil,** Thermopolis sheep grower, 25%; **Joe C. Henry,** mgr.-minor stockholder, KTHE, 8.33%. Filed Oct. 22.

APPLICATIONS AMENDED

Phoenix, Ariz.—Application of **Grand Canyon Bcstrs. Inc.** seeking cp for new am on 1540 kc, 1 kw D, amended to change frequency to 1580 kc. Filed Oct. 22.

Albany, Ore.—Application of **Albany Bcstg. Corp.** seeking cp for new am on 860 kc, 250 w D, and remote control trans., amended to change frequency to 990 kc. Filed Oct. 18.

Florence, S. C.—Application of **Vernon H. Baker and Virginia L. Baker d/b as Twin Carolina Bcstg. Co.** seeking cp for new am on 540 kc, 1 kw D, amended to delete contingent clauses. Filed Oct. 23.

Existing Am Stations . . .

ACTIONS BY FCC

KBLI Blackfoot, Idaho—Granted change facilities from 1490 kc, 250 w, unl., to 690 kc, 1 kw, D; engineering condition to be met before program tests are authorized. Comr. Craven absent. Announced Oct. 18.

WISK South St. Paul, Minn.—Granted application for change from 1590 kc, 5 kw D to 630 kc, 1 kw DA-D, in St. Paul; engineering conditions. Announced Oct. 24.

WKOV Wellston, Ohio—Granted change facilities from 1570 kc, 250 w D, to 1330 kc, 500 w D; engineering condition. Announced Oct. 24.

WMAJ State College, Pa.—Application of **Centre Bcstrs. Inc.** seeking authority to determine operating power by direct measurement of ant. power returned. (Dates incorrect.) Announced Oct. 23.

WDTV Cruz Bay, St. John, Virgin Islands—Granted mod. of cp to move to Columbus Bay, Christiansted, St. Croix Island, V. I. No construction until filing and approval of application by its fm station, **WIUS (FM) Christiansted,** to make changes in fm ant. system. Announced Oct. 24.

CALL LETTERS ASSIGNED

WJBD Salem, Ill.—Salem Bcstg. Co., 1350 kc, 500 w.

WHLT Huntington, Ind.—Huntington Valley Bcstrs., 1300 kc, 500 w.

WWVR Terre Haute, Ind.—Citizens Bcstg. Co., 1300 kc, 500 w.

WRVK Mount Vernon, Ky.—Renfro Valley Bcstrs. Inc., 1460 kc, 500 w.

WSJM St. Joseph, Mich.—Lake Bcstrs., 400 kc, 250 w.

KVLV Fallon, Nev.—Lahontan Valley Bcstg. Co., 1250 kc, 1 kw.

WNYS Salamanca, N. Y.—Cattaraugus Bcstg. Service, 1590 kc, 1 kw.

WLWL Mansfield, Ohio—Mansfield Bcstg. Co., 1570 kc, 250 w.

KQIK Lakesview, Ore.—Pacific Northwest Radio, 1230 kc, 250 w. Changed from KLVW.

WSBR Warwick, R. I.—West Shore Bcstg. Co., 1590 kc, 1 kw.

KPSO Falfurrias, Tex.—Radio Station KBLP Ltd., 1260 kc, 500 w. Changed from KBLP.

WRIP Gloucester, Va.—S. L. Goodman, 1420 kc, 1 kw.

APPLICATIONS

KAVL Lancaster, Calif.—Seeks mod. of cp (which authorized change frequency and power; install DA-2 and new trans.) to change ant.-trans. and studio locations to approx. 1,050 ft. NW of intersection Ave. I and 25th St., W., Lancaster, and make changes in ant. system. Filed Oct. 24.

WGCS Green Cove Springs, Fla.—Seeks mod. of cp (which authorized new am) to change ant.-trans. and studio locations to Mill Creek Rd., 0.4 mi. N. of Expressway, Arlington, Fla., and change station location from Green Cove Springs to Arlington. Filed Oct. 24.

WFDF Flint, Mich.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 22.

WTCM Traverse City, Mich.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 24.

WAAT Newark, N. J.—Seeks cp to make changes in N-DA pattern. Filed Oct. 22.

WUSV (FM) Scranton, Pa.—Seeks mod. of cp (which authorized changes in licensed station) to change ERP to 1 kw; specify ant. height above average terrain as 151 ft.; change type trans. and ant. system. WUSV is non-commercial educational station. Filed Oct. 24.

WAJR Morgantown, W. Va.—Seeks mod. of cp to change trans. location. Filed Oct. 18.

APPLICATIONS AMENDED

WJCM Sebring, Fla.—Application seeking cp to change frequency from 1340 kc to 1310 kc, increase power from 250 w to 1 kw, change hours from unl. to D and install new trans., amended to change frequency to 960 kc, power to 500 w and make changes in ant. (increase height) and ground system. Filed Oct. 18.

McAllen, Tex.—Application of **Robert F. Pool and R. F. Pool Jr. d/b as Pool Bcstg. Co.** seeking cp for new am on 1980 kc, 1 kw D, remote control trans., amended to change station location to Mission, Tex., change ant.-trans., studio location and remote control point and make changes in ground system. Filed Oct. 23.

WCLA Colonial Heights-Petersburg, Va.—Application seeking cp to increase power from 1 kw to 5 kw, and install new trans., amended to change ant.-trans. location, make changes in ant. (increase height) and ground system and operate trans. by remote control. Filed Oct. 18.

WIVI Christiansted, Virgin Islands—Application seeking cp to change frequency from 1230 kc to 1040 kc, increase power from 250 w to 1 kw, install new trans. and increase height of tower, amended to decrease D power to 250 w. Filed Oct. 18.

New Fm Stations . . .

ACTIONS BY FCC

Globe, Ariz.—Gila Bcstg. Co. granted 100.3 mc, 11 kw unl. P. O. address % Paul Merrill, 520 Main St., Safford, Ariz. Estimated construction cost $6,500, first year operating cost $9,000, revenue $9,000. Gila owns **KGLU Safford, KWJB Globe, KCKY Coolidge, KVNC Winslow** and **KCLF Clifton,** all **Ariz.**. Announced Oct. 18.

Paterson, N. J.—WPAT Inc., granted 93.1 mc, 20 kw unl. P. O. address 66 Hamilton St., Paterson. Estimated construction cost $1,500, first year operating cost $20,500, revenue $3,000. Applicant is licensee of **WPAT Paterson.** Announced Oct. 18.

APPLICATION

Brunswick, Me.—President & Trustees of Bowdoin College, 91.1 mc, 0.010 kw, unl. P. O. address % Elroy La Casle, Brunswick. Estimated construction cost $1,600, first year operating cost $1,200. Proposed station is for non-commercial educational purposes. Filed Oct. 22.

Existing Fm Stations . . .

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KASU (FM) Jonesboro, Ark.—Arkansas State College, non-commercial educational, 91.9 mc, .760 kw.

KPOL-FM Los Angeles, Calif.—Coast Radio

Bcstg. Corp., 93.9 mc., 16.7 kw.

KEAR (FM) San Francisco, Calif.—Electronic Service Corp., 97.3 mc, 10 kw. Changed from KXKX (FM) effective Oct. 8 in lieu of previous effective date of Sept. 19.

KRCW (FM) Santa Barbara, Calif.—Cameron A. Warren, 97.5 mc, 17.5 kw.

KSEL-FM Lubbock, Tex.—Southwestern Bcstg. Co., 93.7 mc, 9.6 kw.

APPLICATIONS

WJBC-FM Bloomington, Ill.—Seeks cp to change ERP to 5.1 kw. Filed Oct. 18.

WHFI (FM) W. Paterson, N. J.—Seeks mod. of cp (as mod. which authorized new fm) to change ERP to 2.6 kw, ant. height 419.4 ft. above average terrain, station location to Newark, N. J., trans. and studio location to 744 Broad St., Newark, and change ant. system. Filed Oct. 22.

Ownership Changes . . .

ACTIONS BY FCC

WLAY Muscle Shoals, Ala.—Granted transfer of control of licensee corporation from **M. C. Gregory** to **Michael R. Freeland** and **Flora Ellen Freeland** for $85,000 and assumption of certain liabilities. Transfer involves 100%. Mr. Freeland is 50% partner of **WFWL Camden, Tenn.** Announced Oct. 18.

KXLR North Little Rock, Ark.—Granted transfer of control from **John F. Wells, Phillip G. Back, Beloit Taylor, Maurice E. Moore** and **John F. Wells** as trustee to **Sanders Arkansas Bcstg. Inc.** for $81,460. **J. M. Sanders**, pres. of Sanders Arkansas, is Dallas, Tex., advertising agency owner. Granted Oct. 24.

KFXM San Bernardino, Calif.—Granted assignment of license from Lee Bros. Bcstg. Corp. to KFXM Bcstg. Co. for $244,150. Principals of KFXM Bcstg. are **H. Phillip Dexheimer**, 22.2% (account executive, **KBIG Santa Catalina, Calif.**); **L. Benton Paschall**, 22.2% (general manager-33.3% owner **KAFY Bakersfield, Calif.**); **Howard L. Tullis**, 33.4% (33.3%, KAFY; owner, The Tullis Co., Hollywood advertising agency), **John P. Hearne**, 22.2% (attorney, 20.9%, **KVEN Ventura, Calif.**; 33.3% KAFY). Announced Oct. 18.

WPFA Pensacola, Fla.—Granted assignment of license to **Jerome William O'Connor** for $77,500. Mr. O'Connor holds radio-tv commercial production interests. Announced Oct. 18.

WPLM Plymouth, Mass.—Application seeking transfer of control from **Robert G. Clark Jr.** to **John T. Campbell** returned. (Unnecessary; to be filed on 323.) Announced Oct. 18.

KGHM Brookfield, Mo.—Granted assignment of licensee to **Ira J. Williams** d/b Green Hills Bcstg. Co. for $13,594. Mr. Williams, owner of 33.3%, will be sole owner through purchase of 33.3% each from **William R. Tedrick** and **Leslie P. Ware.** Announced Oct. 18.

KRSN-AM-FM Los Alamos, N. M.—Granted assignment of license from **Sunshine Bcstg. Co.** to **Virgil Allen Parker III** and **Darrel K. Burns** d/b as Parker & Burns for $62,000. Sunshine is licensee of **KQUE Albuquerque, N. M. William W. Phelps**, pres., is licensee, **KALG Alamogordo, N. M.** Mr. Parker is commercial mgr., **KORE Eugene, Ore.**, and Mr. Burns merchandising mgr., KORE. Announced Oct. 24.

WIRY Plattsburgh, N. Y.—Granted transfer of control from **Vincent S. Jerry, John M. Nazak, Martin Schulman, Donald L. Pelkey** and **Thomas A. Robinson** to **Joel H. Scheier** for $16,000. Announced Oct. 24.

KYNG Coos Bay, Ore.—Granted assignment of cp from **Harold C. Singleton** to same and **Walter N. Nelskog d/b as KYNG Radio**; consideration $3,000 credit to assignor for out-of-pocket expense in obtaining cp. Announced Oct. 24.

WGBI-TV Scranton, Pa.—Granted transfer of control of permittee corporation to WCAU Inc. for $650,000. WCAU Inc. is licensee of **WCAU-AM-FM-TV Philadelphia, Pa.** Announced Oct. 18.

WGBI-AM-FM Scranton, Pa.—Granted assignment of license from Scranton Broadcasters Inc., to WGBI Radio Inc. Corporate change only, no transfer of control. Announced Oct. 23.

WCRE Cheraw, S. C.—Granted assignment of license to Radio Cheraw Inc. Sole owner **Roy F. Zess** is selling 10% to **Jack L. Shiver.** Announced Oct. 24.

WJOT Lake City, S. C.—Granted transfer of control from **Mrs. J. M. Trulock, Edwin P. Latimer, Edmund C. Bunker, Mrs. Addie B. Hyman, George H. Breivogol** and **James Olin Tice Jr.** to **James Olin Tice Sr., Frances M. Tice** and **James Olin Tice Jr., Harry B.** and **Marjorie R. Clark** for $19,700. Announced Oct. 24.

KRIS Corpus Christi, Tex.—Granted assignment of license from Gulf Coast Bcstg. Co. to **South Texas Bcstg. Co. (R. D. Straus**, pres.) for for $255,000. South Texas principals own **KTHT Houston, Tex.**, and include **Roy Hofheinz**, former (1953-55) mayor of Houston, who owns 25% of **KTHT** and 16% of **KTRK-TV** there. Announced Oct. 24.

KOVO Provo, Utah—Granted assignment of license from KOVO Bcstg. Co. to KOVO Inc. for $63,000. KOVO Inc. principal is Ashley L. Robison, 50% owner of **KCCC-TV Sacramento, Calif.** (Application is pending with FCC for sale of KCCC-TV to Lincoln Dellar [KXOA-AM-FM Sacramento]). Announced Oct. 18.

KFQD Anchorage, Alaska—Granted assignment of license from William J. Wagner to Anchorage Bcstrs. Inc. for $80,000. Anchorage principals include Frank M. Reed, president-13.33%; Claude M. Bentz, vice president-13.33%; Ernest Spink, treasurer-17.78%; James D. Burke, 13.33%; John S. Hellenthal, 13.33%; Ken A. Sheppard, 13.33%; William E. Duck, 11.11% and Edward R. Mack, 4.44%. Messrs. Duck and Mack are KFQD employes; Mr. Spink is former manager of station. Announced Oct. 18.

APPLICATIONS

WALT Tampa, Fla.—Seeks acquisition of negative control by **Emil J. Arnold** through sale of stock from **Harold Kaye** to licensee corporation, **Tampa Bcstg. Co.**, for $16,516. Mr. Arnold, present 49% owner, will own 50% after acquisition by **Robert Wasdon** and **Jack Siegel** of 25% each. Mr. Arnold, owner, Commonwealth Adv. Agency, Boston, Mass., also owns 51% **WINN Louisville, Ky.**, and 50%, **WMFJ Daytona Beach, Fla.** Mr. Siegel and Mr. Wasdon each owns 50%, **WIOD Sanford, Fla.** Same interests are applicants for new am at Orlando, Fla. Mr. Arnold has purchased **WTAM Decatur, Ga.**, pending FCC approval. Filed Oct 22.

WCVS Springfield, Ill.—Seeks transfer of control from **Harold L. Dewing** to **Harold L. Dewing** and **M. Helen Dewing**, as family group. Mr. Dewing is transferring one share of stock to his wife. Filed Oct. 23.

KFNF Shenadoah, Iowa—Seeks transfer of control from **Ethel S. Abbott and estate of C. J. Abbott, deceased**, to **William A Martin** *et al* for $525 and assumption $60,475 indebtedness. Mr. Martin, present 8.7% owner, (applicant for 17.4%) is executive vice president, Town & Farm Co. (**KMMJ Grand Island, Neb.**; **KXXX Colby, Kan.**, and **KIOA Des Moines, Iowa**). **K. C. Titus**, applicant for 17.4%, is gen. mgr.-vp., **Don Searle**, applicant for 17.4%, is pres.-40% owner, Town & Farm, and 65% owner, Searle & Parker Inc., entertainment productions. **H. A. Searle Jr.**, applicant for 10.1%, is 20% owner, Town & Farm, and has petroleum and real estate interests. **J. Herbert Hollister**, applicant for 10.1%, is owner, **KCOL Fort Collins, Colo.**, and 20% stockholder in Town & Farm. **W. A. Mosier**, applicant for 17.4% is vice pres.-gen. mgr., KXXX. **Helen Searle Blanchard**, applicant for 10.2%, is 20% owner, Town & Farm. Filed Oct. 23.

KANS Wichita, Kan.—Seeks assignment of license from **Kenyon Brown** and **Frank J. Lynch d/b as KANS Bcstg. Co.**, to **State Bcstg. Co. (KBYE Oklahoma City, Okla.)** for $55,000. Mr. Brown and Mr. Lynch each own 49.9% of State Bcstg. Filed Oct. 23.

WDET-FM Detroit, Mich.—Seeks assignment of license from Wayne U., Board of Education of City of Detroit, to Wayne State U. Proposed transfer assignment results from transfer of Wayne U. to state. Filed Oct. 23.

WAAA Winston-Salem, N. C.—Seeks assignment of license from **Camel City Bcstg. Corp.** to **Laury Assoc. Inc.** for $150,000. Equal partners in Laury Assoc., N. Y. radio production firm, are **Robert A. Monroe**, former programming vp., MBS and WOR New York, and **Arnold Schneidman**, N. Y. accountant. Filed Oct. 24.

KQUK Lakeview, Ore.—Seeks assignment of cp from **Lynn C. Thomas and A. E. Freeman d/b as Pacific Northwest Radio** to **Pacific Northwest Radio Inc.** Corporate change. No consideration. Filed Oct. 18.

WLEU Erie, Pa.—Seeks assignment of license from **Joseph P. Wardlaw Jr.** to **L.E.U. Bcstg. Co.** for $85,000. No change in ownership. Filed Oct. 24.

KORC Mineral Wells, Tex.—Seeks assignment of license from **J. Elroy McCaw** to **Leeland Munroe Jund and Ramon C. Charles Curry d/b as KORC Bcstrs.** for $55,000. Mr. Jund is 50% owner, Packers Outlet of Vallejo Inc., Vallejo, Calif., retail food sales firm. Mr. Curry is announcer-engineer, **KSTN Stockton, Calif.** Filed Oct. 23.

WRIT Milwaukee, Wis.—Seeks assignment of license from **McLandon Investment Corp.** to **Radio Milwaukee Inc.** for $455,000. **H & E Balaban Corp.** (theatres), 50% owner, Radio Milwaukee, also is 50% owner. **WTVO (TV) Rockford, Ill.**; 50%, **WICS (TV) Springfield, Ill.**, (WICS is applicant for satellite in White Heath, Ill.); applicant for tv cp in Birmingham, Ala., and 50%, **WMCM (TV) Grand Rapids, Mich. Harold S. Lederer and Leo M. Lederer** (control Atlantic Brewing Co., Chicago), each 25% owner, Radio Milwaukee, each has 12.5% interest in contract to acquire 50%, **KFBI Wichita, Kan.** Balaban Corp. also has 25%, KFBI contract. Filed Oct. 23.

Hearing Cases . . .

FINAL DECISIONS

American Bcstg.-Paramount Theatres Inc.—FCC announced its decision of Oct. 17 which (1) affirmed Commission Nov. 23, 1955, grant of application of AB-PT for permit to locate, use or maintain broadcast studio or other place or apparatus in U. S. for production of programs to be transmitted or delivered to XETV (TV) Tijuana, Mexico; (2) terminated Jan. 18 action postponing effective date of grant pending determination in hearing with respect to protests by Wrather-Alvarez Bcstg. Inc. (KFMB-AM-TV San Diego, Calif.) and KFSD Inc. (KFSD-TV San Diego); and (3) made Nov. 23 grant effective immediately. Announced Oct. 22.

Saline, Mich.—FCC by Order of Oct. 24, made effective immediately initial decision and granted application of **Saline Bcstg. Co.**, for new am on 1290 kc, 500 w DA-D in Saline. Announced Oct. 24.

Eatontown, Long Branch, N. J.—FCC by order of Oct. 24, made effective immediately initial decision and granted application of **Harold M. Gade** for new am on 1410 kc, 500 w, D, in Eatontown, and denied, for failure to prosecute, application of **Monmouth County Bcstrs.** seeking same facilities in Long Branch, N. J. Announced Oct. 24.

KBAS-TV Ephrata, Wash.—FCC announced its decision of Oct. 17 which (1) affirmed Commission May 4, 1955, grant of application of Basin Tv Co. for new tv station (KBAS-TV) to operate on ch. 43 in Ephrata, as satellite of KIMA-TV Yakima, Wash. (ch. 29); (2) terminated July 5 action postponing effective date of grant pending determination in hearing with respect to protest by KSEM Inc. (KSEM Moses Lake, Wash.); and (3) made May 4 grant effective immediately. Comrs. Bartley and Craven abstained from voting. Announced Oct. 19.

INITIAL DECISION

Sarasota, Fla.—Hearing Examiners James D. Cunningham and Herbert Sharfman issued initial decision looking toward denial of application of Sarasota Broadcasting Co. for modification of cp for station WKXY Sarasota for change of facilities on 930 kc from 1 kw, DA-D, to 1 kw-D, 500 w-N, DA-2. (WKXY is licensed on 1540 kc, 1 kw, D.) Announced Oct. 22.

OTHER ACTIONS

Groton, Conn.; Bridgehampton, N. Y.—FCC by order of Oct. 24, denied motion by **Lawrence A. Reilly** and **James L. Spates**, Groton, Conn., to enlarge issues in am proceeding on their application and mutually exclusive application of **Thames Bcstg. Corp.**, Bridgehampton, to determine whether grant to latter would be consistent with Sect. 3.35 of multiple ownership rules. By separate order of same date, the Commission granted motion by Thames to enlarge issues to determine whether trans. location proposed by Reilly would comply with engineering requirements of Sect. 3.188(b)(1). Announced Oct. 24.

Orlando, Fla. — Designated for consolidated

Continues on page 111

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

ALLEN KANDER
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RADIO

Help Wanted

Managerial

Managers-salesmen for new stations in Marshall, Sylva and Wilmington, North Carolina. Good opportunity for good men. Write Jimmy Childress, 34 Maxwell Street, Asheville, N. C.

Salesmen

Energetic salesman. Good base salary, plus car allowance and commission. Permanent with opportunity to double in tv if desired. KAVE, Carlsbad, N. M.

Salesman, immediate opening. Experienced local sales, write own copy, weekly salary guaranteed. WKTL, Kendallville, Indiana.

Top guarantee to start in large radio market—best in southeast Pennsylvania. Virgin territory for unlimited selling and earning opportunity. Good radio background and satisfactory references will qualify applicant. WLAN, Lancaster, Pennsylvania.

Salesman—with energy and ideas for our new pop music and news format. Good salary plus commission WMGY, Montgomery. Contact Manager.

WPAZ, Pottstown, Pa. 1000 watt daytime—adding two new salesmen who can do 10 hours weekly airtime. 2 years radio experience necessary. Will teach selling. Salary, bonus, commission. Profit sharing.

Salesman—industrious, capable small market salesman. Some announcing optional. Airmail resume, photo, Colorado Network, Montrose, Colorado.

Announcers

Announcer-engineer. Top-notch go-getter. Pleasant working condition. Convenient location. Box 923A, B•T.

Good work . . good pay. Midwest daytimer needs experienced discerning air salesman, also combo man. No absurd promises . . . no miracle men. Commensurate income. Send resume and tape. Box 269C, B•T.

Complete staff for radio station including program director, sports director, disc jockeys, engineer-announcer, salesman, and girl Friday. Send audition tapes, photograph, resume and salary expected. Box 270C, B•T.

IMMEDIATE OPENING

News Director—Top flight local newsman who knows what makes news in a smaller but very active market. Aggressive hard worker for station which believes in local news.

Farm Director—To administer outstanding Farm Program. Unique farm program format allows us to consider man either with successful farm program background or man with light farm experience but sincere interest. However, must have staff experience.

DJ—Down to earth DJ with something to say. No screwball approach. Sincerity and friendliness builds audience here.

All openings created when men were moved up into metropolitan jobs with our best wishes and good will. These were fine men. Can you replace one of them? Send full resume and photo to Box 227C, B•T

RADIO

Help Wanted—(Cont'd)

Announcers

Morning combo. Top salary. No floaters. Replies confidential. Ohio station. Box 298C, B•T.

KAVE, Carlsbad, N. M., needs good specialty announcer-disc jockey. Unlimited future, opportunity to double in tv.

Experienced announcer for morning shift. Write Radio KCOL, Fort Collins, Colorado. Do not send tape.

Personality DJ or morning man needed immediately. Send tape and data to Bob Booe, KSMN, Mason City, Iowa.

Announcer-newswriter — immediate opening for experienced man. State full qualifications and send tape to William Winn, PD, Radio Station WESB, Bradford, Pennsylvania.

Experienced announcer, one with first phone. Contact Hal Vester, WFTC, Kinston, N. C.

Alabama market needs announcer-salesman combo. Permanent position for right man. Contact John Slatton, WJBB, Haleyville, Alabama.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Missippi.

Experienced board-announcer. WLDB, Atlantic City.

Illinois daytime independent, soon increasing to kilowatt has opening for experienced announcer. Interview necessary. Send application, salary requirements, etc. Program Director, WLPO, LaSalle, Illinois.

Experienced announcer—mature sound. Strong news, good commercial delivery. Prefer 1st ticket. Resume, tape with news and commercials plus salary expectations. Frank Floyd, WMLT, Dublin, Georgia.

WREB, Holyoke, Mass., with the highly successful format of mature popular music for adult buying audience and an active local news department is accepting applications for its active file. New plant, modern studios, latest facilities, complete staff benefits. Immediate response, all tapes returned. Address letter, resume, photo, tape or disc to William D. Trumbull, Radio Station WREB, Holyoke National Bank Building, Holyoke, Mass.

Announcer with first phone ticket wanted by newspaper owner am-fm station located in Indiana's lake region. Write or wire giving phone number to Fred Gresso, WRSW, Warsaw, Ind.

Play-by-play sports announcer for basketball, baseball and football. Present man joining KMOX. Man we hire must also do tv sports and radio commercial work. Minimum of two years broadcast experience. Send tape, audition of play-by-play work, complete background and recent photo to Merrit Milligan, WTAD, KHQA-TV, Quincy, Illinois.

Announcer immediately. Some experience. WVOS, Liberty, New York.

Help wanted: Trying to locate Bert Claudy, announcer with first class ticket. Last known whereabouts in 1950 at WRCO, Richland Center, Wisconsin. Write, wire or phone collect: Shulom Kurtz, 1022 Midland Savings Building, Denver 2, Colorado, TAbor 5-0080.

Technical

Top wages for first phone engineer. Directional station in Great Lakes area with no future remote plans. Box 208C, B•T.

RADIO

Help Wanted—(Cont'd)

Technical

First class engineer with car for midwest kilowatt directional, transmitter duties, some remotes. Box 219C, B•T.

Immediate opening for first phone engineer for 1000 watt station. Top salary, permanent situation. Extra for combo work. Write Box 276C, B•T.

First class engineer for daytime kilowatt. Announcing experience helpful but not required. Send application, salary requirements, etc. Chief Engineer, WLPO, LaSalle, Illinois.

WTOC, 5 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Programming-Production, Others

Have openings for women who can handle your own program . . sell your own sponsors. No salary involved but excellent commission. This is a good opportunity to make some real mony with one of the fastest growing stations in Florida. Must have ability to meet people, mix and ad-lib. If interested send photo and resume to Box 277C, B•T.

KOKY, Little Rock, Arkansas. New negro station. Immediate opening white program director—assistant manager to supervise personnel, traffic, write copy. Good beginning salary—excellent chance for advancement. Send complete resume and photograph to Howard Peters, Box 1956, Little Rock, Ark.

Opening local news, special events man. Limited board work. Want hard hitting newsman. Lack of experience no hindrance if you are aggressive and like news work. KXAR, Hope, Arkansas.

Copywriter announcer for daytimer. Sample copy, complete resume first letter. Prefer experience but will consider beginner. WAFC, Staunton, Va.

Situations Wanted

Managerial

Station manager, strong on sales, rough on competition. Mature, energetic, efficient operator. Long successful experience. Good reference. Available immediately. Box 892A, B•T.

Sales manager/manager: High total local/national personal sales record four major markets, fifteen years. Factual details, administrative and sales ability, substantiated, on your desk—your request. Now employed. Confidential. Box 222C, B•T.

Solid productive experience. 20 years sales and sales management. SM 50kw NBC, KOA and WNBC. SM 5kw CBS affiliate GM 5kw independent. 42 years old. Family man, college education. Would like sound, solid opportunity with permanent future. Box 290C, B•T.

Manager, working salesman. 18 years experience, proven outstanding record, long ideas promotion and profits. Many references, my testimonials, sober, honest, age 36, family, five figure income required. Let's exchange information. Write Box 301C, B•T.

Seeking position as manager or program director. Experienced. 10 years, all phases. Ron Barkley, 683 E. 7th Street, St. Paul, Minn. PR 1-5561.

Salesmen

Experienced—mature—reputable—radio salesman —$100,000 billing in '56—desires better opportunity in '57. Box 303C, B•T.

Announcers

Sportscaster—now with large eastern network tv-radio station in top ten market, wants sports minded location with play-by-play opportunities. College, vet. Top industry-sports references. Box 250C, B•T.

Announcer, single, 3 years radio training, relief announcing, 7 years librarian. Will travel anywhere. Box 260C, B•T.

Top announcer, network experience. Married. Production specialists. Stable, well paying job, metropolitan station. Prefer California. Box 262C, B•T.

Attention California. Announcer-engineer, first class license. Excellent delivery—news—spots—DJ shows sold. Top network voice. Employed 5kw CBS affiliate. Desirous to return home. Box 267C, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Top rated personality Deejay. Six years of rating leadership. Individual. Entertaining. Proven record. Thorough show biz background. Presently employed major market. Seeks deejay position major market and possibly tv opprtunity. Box 271C, B•T.

Available: Veteran play-by-play man; former professional ballplayer; college grad; presently employed news-sports director regional station. Box 275C, B•T.

Situation wanted: Announcer-engineer, first phone. Northern California. 4 years 5kw network station. Veteran, married, age 33. Available immediately. Box 287C, B•T.

Experienced announcer, deejay. Vet, married, know network routine. Available immediately. Box 291C, B•T.

News, disc jockey, staff, exceptional writer, excellent bass voice. Vet, 24, B. A. in speech and journalism. Four years experience. Box 293C, B•T.

Versatile announcer—3 years experience—desires medium market—presently employed radio and tv. Strong on commercials, play-by-play and morning clock. Box 302C, B•T.

Announcer, pop disc jockey. College graduate age thirty. Pleasant voice and personality. Plays receptive music, good commercial news, sports. Past four years employed south, present employer two years doing evening show, which has top rating in audience area 400,000. Desires relocation east prior January first. Box 305C, B•T.

Experienced announcer available—full-parttime Washington, D. C. area. Will relocate if position warrants. Former instructor. References. Call Jackson 4-1944—Write Box 308C, B•T.

Technical

Chief engineer—radio pioneer. 35 years licensed commercial and radio telephone. 30 years chief engineer. Complete resume and photo on request. All proposals considered. Box 292C, B•T.

First phone, desire position in Florida or southeast, 18 months broadcast, 9 years radio-tv repair, strong on maintenance. Harold Wagner, 1201 South 109th Street, West Allis, Wisconsin.

Programming-Production, Others

Skip it unless you can exploit the best in news direction plus standout voice and personality. Box 133C, B•T.

Experienced news editor: Last five years top-rated metropolitan tv—5kw newscaster. Can establish newsroom; contribute experience existing facility. Favorite sport . . . scooping newspapers. Newspaper background, excellent voice, 33, college, employed. Box 162C, B•T.

Savvy gal . . . 8 years continuity-production chief, talent. Wants challenging spot with station that needs a lift. Box 174C, B•T.

Program director or assistant manager of vast experience, 8 years, 34 years old, college, seeks bigger and better job in radio, or will accept tv challenge. Executive experience. Wish to connect with a bigger and better organization who needs far more than adequate PD. Will do air-work. Outstanding voice and delivery. Personal interview. Box 182C, B•T.

Radio-tv, DJ personality—major market only! Eleven years of versatile experience. $200 week. Tape, resume, you name it, I've got it. Box 272C, B•T.

Copywriter . . .5 years experience . . . radio and television writing . . . on-camera . . . public relations . . . prefer midwestern location. Box 283C, B•T.

Three years teaching all phases tv programming and production. 2 years director and assistant. Seeks position small station with potential. Box 304C, B•T.

ADVERTISING AGENCY

Situations Wanted

Time Buyers

Radio-tv time buyer/administrative assistant. Responsible experience, energetic and dependable, all phases, ad agency. Good contacts. Record of proven results. Salary open, N.Y.C. only. Box 294C, B•T.

TELEVISION

Help Wanted

Staff being recruited for new vhf station in major Texas market. Box 278C, B•T.

Southeastern NBC maximum power vhf on-the-air mid-December has openings for personnel with minimum of one year tv station experience. Prefer southeast residents. Rush full details to Ted Cramer, Operations Manager, WRAL-TV, Raleigh, North Carolina.

Salesmen

Salesmen!! We are not in the largest market in the country but we operate as though we were, and on a most rewarding level. If you're tired of knocking heads against walls, look into this very progressive station with a good future. We need two sincere, knowing salesmen. Or if you've just finished college and show signs of promise, we will train you. By all means if you are willing to work hard and see your personal labors bring results, look into this opportunity with a fine three station company. Full details and income requirements, pic if possible, first letter. Box 249C, B•T.

Have opening for aggressive salesman in excellent two station market. NBC affiliation. Salary and commission. Radio sales background a must. Contact Sales Manager, WTVO, Rockford, Illinois.

Announcers

Announcer for major market New England network tv station. On-camera experience desired but not required. Excellent chance for advancement. Send tape, resume and photo. Box 265C, B•T.

The northeast's top uhf needs announcer. Must deliver good commercial both on and off-camera. Personal interview and audition essential. Box 273C, B•T.

Announcer wanted for general staff work. Good radio personality may qualify. Send complete information, picture and tape to Manager, KTIV, Sioux City, Iowa.

Have opening for experienced tv-radio announcer. Send tape and resume to Program Department at WKNB-TV, West Hartford 10, Conn.

Technical

Studio technical personnel for television and radio station in midwest metropolitan city. Very best of equipment, and excellent employee relationship. One of nation's top stations. State experience, education and provide a recent snapshot. Reply. Box 268C, B•T.

Excellent opportunity for two tv transmitter engineers with Texas station. Box 279C, B•T.

Assistant chief engineer needed by Texas vhf station. Box 281C, B•T.

TELEVISION

Help Wanted—(Cont'd)

Technical

Need two tv transmitter and studio engineers with at least 1 year experience immediately for an expanding full power vhf station in Montana. Good pay. Send resume to chief engineer, KGVO-TV, Missoula, Montana.

Programming-Production, Others

Tv production director for Texas station. Box 280C, B•T.

Tv director wanted midwest vhf full power, good market. Must have originality and know-how to direct studio remote and all phases tv directing. Apply immediately. Box 289C, B•T.

Major network affiliated station on east coast looking for producer-director. Send resume and salary requirements to Box 297C, B•T.

Experienced continuity writer, farm background preferred. Forward copy samples and complete resume with salary requirements to Larry Robinson, KGLO-TV, Mason City, Iowa.

Need at once, experienced man or woman television continuity writer. Send samples and complete resume of experience with references and photograph to Gary Ferlisi, KSBW-TV, Box 1651, Salinas, California.

Wanted: Film director; capable of planning, writing, shooting, and editing educational films. College grad. Salary open. Job begins November 1. WKNO-TV, 268 Jefferson, Memphis, Tennessee.

Situations Wanted

Salesmen

Experienced tv salesman with managerial experience available immediately. Have proven record of sales both on local and national level and can produce top references. Box 296C, B•T.

Announcers

Top tv-radio personality—10 years with biggest accounts in large eastern city. Strong on commercials—news, sports commentary. Tv production experience since 1950. Good appearance on camera. Show business background. Best references. Desire top job that offers new challenge, good future. No hurry. More interested in mutually beneficial position. Will send details, photo and tape. Send inquiries to Box 266C, B•T.

Tv announcer. Experienced. Good on camera or mike. Network quality. $150 week. Box 274C, B•T.

Announcer, director, cameraman, 4 years experience; family, sober, desires relocation northeastern states. Box 306C, B•T.

Programming-Production, Others

Film director-editor. 7 years commercial tv experience. Will accept network affiliated stations only. Available on 2 weeks notice. Box 223C, B•T.

VHF TELEVISION STATION

- **Southwest. Year-round mild climate**
- **Market over 140,000 owner states. Urban**
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Information available to qualified principals upon written request only

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1443 South Trenton ★ ★ ★ Tulsa, Oklahoma

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Tv producer-director, three years experience with medium market station. Desires midwest location with station emphasis on live production. Box 282C, B•T.

Newscaster and professional master of ceremonies. Experienced, well educated and recommended. Talent; not combo or disc jockey. Box 284C, B•T.

Promotion manager available for tv station or tv film distributor. Seven years experience encompassing agency, media and nationally advertised products. Married, one child, veteran. Have good contacts with all national trade publications and am qualified to provide all services for advertising and publicity. Box 295C, B•T.

Experienced cameraman: Able to make best of friends with RCA camera, only enemies: Cigarette butts to dolly over. Working large eastern net affiliate station. Resume and I available immediately. Box 299C, B•T.

Producer-director-switcher. Experienced. Intelligent, creative, ambitious, dependable. Best references. Box 300C, B•T.

Floorman, presently employed seeks more creative work. Background includes tv projection, art, photography. Box 307C, B•T.

FOR SALE

Stations

For sale: Kilowatt am in northwest college town. Full price $50,000.00, ½ down, ½ terms. Write 234C, B•T.

Vhf applicant seeking capital. Located in northwest. All inquiries confidential. Box 285C, B•T.

Mississippi 1000 watt daytime indie. Excellent farming section. Two station market of 20 thousand population. $10,000.00 cash and good terms on balance to responsible parties. No brokers. Box 286C, B•T.

FOR SALE—(Cont'd)

Stations

For reasons acceptable to FCC will transfer very desirable CP for 500 watt in non-competitive market. Transmitter, tower, small but adequate building and substantial advertising commitments. Consideration exact catalog cost of equipment plus cost of application for total of $11,-519.20. This magazine is authorized to release the address of this box number to enable us to deal by wire. Your acceptance by FCC is first consideration. Box 288C, B•T.

Metropolitan market profitable am station with tax loss carry-over from uhf, which may be split off. $200,000 total—liberal terms. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Virginia's secondary market, industrial area, profitable without local owner-management, $100,000 price can be handled on terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Broadcast am. Year-round resort area, cultural center: Senior college, two private schools. County seat. A single station market. Requires $15,-000 cash down. No information by phone. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Vhf television. I have select television property available to financially responsible principals. Vhf only. No information by phone. Ralph Erwin, Broker.

Am stations! Market 70,000. Highly diversified, industry, agriculture, mammoth military installation, plus advantages of county-seat. Southwest. No information by phone. Ralph Erwin, Broker.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

FOR SALE—(Cont'd)

Equipment

Will sell or trade Federal Telephone fm radio transmitter—3kw—with 300 ft. coax cable and monitor. Need audio equipment. Phone WETO, or C. L. Graham, Gadsden, Alabama. Liberty 6-1614.

RCA BTA-1L 1kw transmitter complete one set tubes, crystal 1480kc wired for remote control operation. Also Rust BTR-5AX remote control unit including R1-108-13A two meter panel to read modulation and frequency at studio. Both excellent condition currently in operation WLOK, Memphis. 5kw power increase necessitates sale. Priced as package both for $4,000, or separately, transmitter $3,150 and remote $1,050. Cash sale. Write Stanley Ray, OK Group, 505 Baronne Street, New Orleans, La.

Western Electric 25B speech input console, with desk, F.O.B. Miami, Florida, uncrated. Best offer over $900. Address replies Dale Moudy—Mid-Continent Broadcasting Company — Kilpatrick Building, Omaha 2, Nebraska.

Microwave relay system, Raytheon KTR-100A for color or black and white video and audio. Complete system including transmitter, receiver, dishes, feeds, cables, etc. Price $5,900.00. Will tune to frequency if desired and guarantee performance specifications. Also have tripods and spares. Write for complete list. Inter-State Communications Co., 845 Chicago Avenue, Evanston, Illinois. Phone: DAvis 8-4800.

Keep working capital free. Lease needed studio, transmitter, office fixtures, aircraft, '57 autos, etc. Anywhere U. S. A. Gene O'Fallon & Sons, Inc., 639 Grant, Denver. AM 6-2397.

Magnecord PT6BAHN (binaural-mfrs. new equipment warranty) $614.50. Presto recording equipment—used—good condition. 2—88A amplifiers, 50 watts, each $75.00. 2 8N turntables mounted in 12A table, equipped with 1-C cutters, both $500. 1—K-10 recorder—$150.00. All prices subject to prior sale F.O.B., Washington, D. C. U.S. Recording Co., 1121 Vermont Avenue, N.W., Washington 5, D. C.

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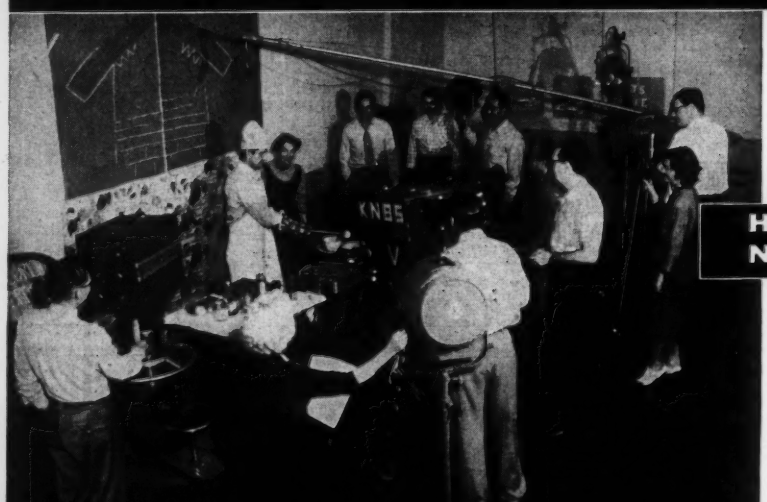

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- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers.
- Film editing equipment.
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest *first.* Our Employment Counselor... John Birrel... assures you of immediate, personal attention.

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CHICAGO, ILLINOIS..... 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C..... 1627 K Street N. W. RE 7-0343

WANTED TO BUY

Stations

Announcement: I am pleased to announce extension of my services to exhibitors and station owners in the State of Louisiana. This agency now offers licensed and bonded brokerage service in the Pelican State. I maintain private offices in the State of Louisiana for the convenience of my clients. Ralph Erwin, Broker.

Now serving Texas, Louisiana, Arkansas, Kansas, Missouri, Oklahoma and Colorado. Ralph Erwin, Licensed Broker, 1443 South Trenton, Tulsa.

Equipment

Wanted 3 or 5kw fm transmitter, also station monitors. Write complete description. Box 256C, B•T.

320 foot tower in good condition. Prefer guyed but will consider self-supporting. State price, whether crated, condition. Box 261C, B•T.

Wanted: RCA BTF 10 B 10kw fm transmitter. Advise price, terms and earliest delivery. Box 309C, B•T.

Am frequency monitor, state price and availability first letter. KCMS, Manitou Springs, Colorado.

Magnecorder, gray equalizer, preamp, audio equipment. State model, price, condition. Paul Schuett, 1302-21st, Longview, Washington.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk W-B, 821 19th Street, N.W., Washington 6, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

FCC first phone license tutoring. Concentrated speed course. Monty Koffer, 743 Hendrix Street, Brooklyn, N. Y. Phone, 4-6 p.m., CL 7-1366.

RADIO

Help Wanted

Managerial

REMOTE STUDIO MANAGER

Right man to start it. Sell, announce and operate the remote studio. One hour airtime—variable to suit situation. Guarantee plus 25% commission. Send three character references, tape, photo and details first letter.

KCHA
Charles City, Iowa

Salesmen

SALES ENGINEERS

Broadcast equipment manufacturer has openings for sales engineers in various territories to travel and call on radio stations as well as for non-traveling positions for sales engineers in midwest home office. Technical radio background is essential, preferably as Chief Engineer of AM radio station. These are permanent positions with a future with a growing company. Please send complete resume and photo to

Box 753A, B•T

SALESMAN WANTED
Feature Film Experienced
TOP SALARY
Box 263C, B•T

RADIO

Help Wanted—(Cont'd)

Announcers

EXPANDING ORGANIZATION
NEEDS EXPERIENCED
ANNOUNCERS
IMMEDIATELY!

WE PAY TOP SALARY!

DRIFTERS, DRINKERS
NOT WANTED!

SEND AUDITION, PHOTO,
RESUME AND REFERENCES!

H. Griffith
Radio KUZN
West Monroe, La.

Si Willing
Radio KTLD
Tallulah, La.

TV-RADIO ANNOUNCER

Large New England Radio-TV operation needs experienced announcer for radio and TV boards, and possibly on camera. Prefer college graduate. Send resume, photo, and tape audition—or make appointment for live audition. P. O. Box 1859, New Haven 8, Conn. Attention Personnel Manager.

ADVERTISING AGENCIES

Help Wanted

Copywriters

GIRL WRITER WANTED

Major Des Moines ad agency has opening for experienced girl copywriter for radio-tv. Familiar with live tv production. Send data, picture, state salary required. Write Box 264C, B•T

FOR SALE

Equipment

TV ANTENNA

For sale, TV Antenna RCA type TF-6AH, Channel 12. Also, 480 feet of 3⅛ inch transmission line type MI-19113-B1. Available immediately. Call or write Morris Barton, Chief Engineer, KSLA-TV, Shreveport, Louisiana.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

FOR THE RECORD

hearing applications of **Radio Orlando** and **Orlando Radio & Television Bcstg. Corp.** for new ams on 1270 kc, 5 kw D. Announced Oct. 24.

Hazard, Ky.—FCC by memorandum opinion and order, on protest by **Mountain Bcstg. Service Inc. (WKIC Hazard, Ky),** scheduled oral argument on Nov. 13 on application of **Perry County Bcstg. Co.** for new am station **(WWOW Hazard),** to operate on 1390 kc, 5 kw D, on economic issues, and designated application for evidentiary hearing on Dec. 18 on other issues, but permitted Aug. 29 grant to remain in effect. (Board action; Comr. Craven abstained from voting.) Announced Oct. 24.

Capitol Bcstg. Co., East Lansing, Mich.; W. A. Pomeroy, Tawas City-East Tawas, Mich.; Knorr Bcstg. Co., Lansing, Mich.; WGN Chicago—FCC designated for hearing applications in consolidated proceeding with application of Knorr; made WGN party to proceeding. Involves applications for new ams to operate on 730 kc, D—Knorr and Capitol with 500 w and Pemeroy with 250 w. By letter, denied petition by Knorr to dismiss Capitol application. Comr. Craven absent. Announced Oct. 18.

Flint, Mich.—FCC announced its order of Oct. 17 which, pursuant to Court of Appeals opinion, reopened Flint ch. 12 comparative tv proceeding and remanded for further hearing to commence no later than Nov. 16 before examiner to be designated by Chief Hearing Examiner on issues (1) to determine differences between proposals advanced by **WJR, The Goodwill Station Inc.,** in its original application and those proposals advanced by it in its application for modification of its construction permit, insofar as those differences relate to areas of transmitter site, programming and studio building, and (2) to determine, in light of facts, whether time at which WJR filed its modification application reflects adversely upon WJR's character and fitness as licensee; and ordered examiner to prepare supplemental initial decision in which, in light of evidence adduced under these issues, grant of WJR's application will be reconsidered on comparative basis with applications of **Trebit Corp.** and **W. S. Butterfield Theatres Inc.** Comr. Craven abstained from voting. Announced Oct. 19.

Babylon, N. Y.—FCC announced its memorandum opinion and order of Oct. 17 denying June 26 petition by WOV Broadcasting Corp. **WOV New York,** to enlarge issues in proceeding involving application of **WGLI Inc.,** for new am in Babylon, to operate on 1290 kc, 1 kw, DA, unl. Announced Oct. 19.

FCC on Oct. 17 scheduled oral argument for Nov. 13 in following proceedings:

WDBM Statesville, N. C.—Iredell Broadcasting Co. for new am (WDBM) to operate on 550 kc, 500 watts, D, in Statesville, N. C. Announced Oct. 19.

WLBR-TV Lebanon, Pa.—Transfer of control of Lebanon Television Corp. (WLBR-TV, ch. 15), from Lebanon Broadcasting Co., et al, to Triangle Publications, Inc.

Sylva, N. C.—Harold H. Thoms being advised that application for new am on 1480 kc, 5 kw D, indicates necessity of hearing. Announced Oct. 24.

Pittsburgh, Pa.—FCC by memorandum opinion and order of Oct. 24, held that, as consequence of withdrawal by WSTV Inc. **(WSTV-TV Steubenville, Ohio,** ch. 9) as party intervenor, issuance of new, additional or supplemental initial decision is unnecessary in proceeding on applications of WWSW Inc., for cp for new tv **(WIIC [TV] Pittsburgh)** to operate on ch. 11 in Pittsburgh, and for mod. of cp; that remaining steps in decisional process will be based upon July 3 initial decision, exceptions and other pleadings relating thereto, and hearing record developed prior thereto; and that disagreement by Telecasting Inc. **(WENS [TV] Pittsburgh,** ch. 16) with denial of WSTV's petition to enlarge issues can and will be disposed of at appropriate time. Announced Oct. 24.

Casper, Wyo. — Designated for consolidated hearing competing applications of **Donald Lewis**

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

WANTED TO BUY

Equipment

FM TRANSMITTER

3 to 10 kw, complete, for cash. Send all details, condition and price. Box 255C, B•T.

Hathaway, Casper, and **Casper Mountain Television Corp.**, for new tv to operate on ch. 6. Announced Oct. 24.

NARBA Notifications . . .

List of changes, proposed changes and corrections in assignments of Canadian stations modifying appendix containing station assignments attached to recommendations of North American Regional Bcstg. Agreement Engineering Meeting Jan. 20, 1941.

Canada Change List #105 **September 17, 1956**

800 kc

CJBQ Belleville, Ont.—Change ant. pattern, 1 kw DA-1, unl. Class II. EIO (PO: 0.25 kw on 1230 kc.) 1-3-57.

Notification of new Cuban radio stations, and of changes, modification and deletions of existing stations, in accordance with Part III, Section F of North American Regional Broadcastng Agreement, Washington, D. C., 1950.

Cuba Change List #6 **Sept. 11, 1956**

540 kc

CMJJ Jatibonico, Camaguey—Change location. 0.25, ND, unl., Class II.

Routine Roundup . . .

October 18 Decisions

BROADCAST ACTIONS

By the Commission

WCRB-FM Waltham, Mass.—Granted SCA to provide background music service, on multiplex basis, to subscribers for such service. This makes 65 SCA authorizations to date.

WWGP Sanford, N. C.—By letter, denied authority to commence operation prior to local sunrise (1050 kc, 1 kw, D). Comr. Craven absent.

WKNY Kingston, N. Y.—Granted request to operate from temporary site from Nov. 1 to Feb. 1, 1957, in order to provide program service pending location and approval of satisfactory permanent site. Comr. Craven abstained from voting.

Providence, R. I.; Bridgeport-Danbury-Brookfield, Conn.; New Haven, Conn.; Kingston, N. Y.; Newtown, Conn.—FCC invites comments by Nov. 16 to proposal to amend its Class B fm allocation table to delete chs. 233 and 268 from Bridgeport-Danbury-Brookfield, Conn., and add ch. 236 there instead by taking latter away from New Haven; substitute ch. 233 for ch. 235 in Kingston, N. Y., and delete ch. 236 from New Haven, and 268 from Pittsfield, Mass. WGHF (FM), now authorized on ch. 233 in Newtown, Conn., petitioned for this rule-making so it could modify for change to ch. 236 in Brookfield to permit interchange of programs with WTMH (FM) (ch. 268), Providence, R. I., without interference.

Granted renewal of licenses of following station on regular basis: **KAAA Kingman, Ariz.; KCHS Truth or Consequences, N. M.; KTSA, KOKE (FM)** (formerly KTSA-FM), **San Antonio, Tex.; KCLS Flagstaff, Ariz.**

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

Anna Broadcasting Co., Anna, Ill.—Granted Oct. 8 "Motion To Dismiss Petition For Reconsideration and Grant" of its am application; and petition is dismissed. Action Oct. 16.

By Hearing Examiners James D. Cunningham and Herbert Sharfman

Broadcast Bureau—Granted Oct. 15 petition for extension of time from Oct. 15 to Oct. 22, for filing proposed findings in proceeding on applications of The New Britain Broadcasting Co. for mod. of cp of **WKNB-TV New Britain, Conn.** (channel 30) and for transfer of control (WKNB and WKNB-TV) from **Julian Gross et al.**, to **NBC**; reply findings will be filed not later than Oct. 29. Action Oct. 16.

By Hearing Examiner Herbert Sharfman

Providence, R. I.—On oral request of counsel for channel 16 and Cherry & Webb, Providence, and without objection by Broadcast Bureau, ordered that time for filing reply proposed findings of fact and conclusions is further extended to Oct. 22, in proceeding on application of Cherry & Webb Broadcasting Co. for cp for new tv station and for STA (ch. 12). Action Oct. 16.

By Hearing Examiner Jay A. Kyle

Midland, Tex.; Stanton, Tex.—Ordered that prehearing conference now scheduled for Oct. 22 and hearing scheduled for Nov. 5, are continued without date in proceeding on am applications of Great Western Radio Co., Midland, and John Jack Bentley, Stanton. Action Oct. 17.

By Hearing Examiner Hugh B. Hutchison

Department of Education of Puerto Rico—Granted petition for extension of time from Oct. 19 to Oct. 24, for requests for information or petitions requesting addition of the so-called "Evansville" issue; postponed from Oct. 23 to Oct. 31 date for final prehearing conference and from Oct. 29 to Nov. 13 for commencement of hearing in ch. 3 proceeding, Mayaguez. Action Oct. 16.

By Hearing Examiner Annie Neal Huntting

Beaumont, Tex.—Ordered that oral argument will be held on Oct. 22, on request by The Enterprise Co., Beaumont, for *subpena duces tecum*, together with supplement thereto, in ch. 6 proceeding, Beaumont. Action Oct. 16.

By Hearing Examiner Elizabeth C. Smith

Victoria, Tex.—Ordered that prehearing conference will be held on Nov. 2, in ch. 19 proceeding, Victoria (Victoria Television Co. and Alkek Television Co.). Action Oct. 17.

By Hearing Examiner J. D. Bond

Rollings Broadcasting of Delaware Inc., Philadelphia, Pa.; Franklin Broadcasting Co., Philadephia—Granted joint petition for continuance of further hearing from Oct. 17 to date to be fixed by subsequent order in proceeding on their am applications. Action Oct. 16.

October 18 Applications

Modification of Cp

WQMC (TV) Charlotte, N. C.—Seeks mod. of cp (which authorized new tv) to extend completion date to 4-1-57.

License to Cover Cp

KREX Grand Junction, Colo.—Seeks license to cover cp which authorized increase D power and install new trans. for D operation.

RENEWAL OF LICENSE

KOLD Yuma, Ariz.; KFSD San Diego, Calif. (main and aux.); **KGIL San Fernando, Calif.; KAGR Yuba City, Calif.; KSDS (FM) San Diego, Calif.**

October 22 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Elizabeth C. Smith

Newark, N. Y.—Issued statement and order governing hearing in proceeding on am applications of Radio Wayne County Inc. and Radio Newark Inc., Newark, N. Y. Prehearing conference is continued to Nov. 19 at 9:00 a.m., and hearing now scheduled for Oct. 31, is continued to date to be fixed at further prehearing conference. Action Oct. 17.

By Hearing Examiner Herbert Sharfman

WCBQ Sarasota, Fla.—On oral request of Tradewinds Broadcasting Co. (WCBQ), Sarasota, and without objection by other parties in proceeding on its applications for cp to replace expired cp and for mod. of cp; ordered that hearing is continued from Oct. 22 to Nov. 1. Action Oct. 17.

By Hearing Examiner Thomas H. Donahue

WSLM Salem, Ind. (Don H. Martin), Courier-Times Inc. New Castle, Ind.—Granted suggested corrections of Mr. Martin to transcript of record except suggested correction to page 286, line 8, and granted in full proposed corrections to transcript filed by Courier-Times Inc. in proceeding on their am applications. Action Oct. 17.

By Hearing Examiner H. Gifford Irion

Groton, Conn.; Bridgehampton, N. Y.—On oral request which was concurred in by all parties in proceeding on am applications of Lawrence A. Reilly and James L. Spates, Groton, and The Thames Broadcasting Corp., Bridgehampton, ordered that date for filing of proposed findings is extended from Oct. 31 to Nov. 19. Action Oct. 18.

By Hearing Examiner J. A. Kyle

WPRE Praire du Chien, Wis.—On hearing examiner's own motion, ordered that hearing re am application of Prairie Broadcasting Co. (WPRE) is continued from Nov. 13 to Nov. 26. Action Oct. 18.

October 22 Applications

ACCEPTED FOR FILING

License to Cover Cp

KHEP Phoenix, Ariz.—Seeks license to cover cp which authorized new am.

KALV Alva, Okla.—Seeks license to cover cp which authorized new am.

WFAA-TV Dallas, Tex.—Seeks license to cover cp which authorized changes in existing tv.

Modification of cp

WNMP Evanston, Ill.—Seeks mod. of cp (which authorized change ant.-trans. and studio locations) for extension of completion date.

KQUE Albuquerque, N. M.—Seeks mod. of cp (which authorized change frequency, increase power, install DA and new trans.) for extension of completion date.

WFMZ-TV Allentown, Pa.—Seeks mod. of cp to extend completion date to 4-16-57.

Renewal of License

KPLA (FM) Los Angeles, Calif.

SCA

General Bcstg. Corp., New York, N. Y.

October 23 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Flint, Mich.—Ordered that further hearing will be held commencing Oct. 29, in ch. 12 proceeding, Flint, Mich. (**WJR The Goodwill Station, Inc. et al**). Action Oct. 19.

By Hearing Examiner Herbert Sharfman

Flint, Mich.—Ordered that prehearing conference is scheduled for Oct. 30, and that hearing scheduled for Oct. 29 is indefinitely continued to not later than Nov. 16, in ch. 12 proceeding, Flint. Action Oct. 22.

Beacon, N. Y.; Westport, Conn.; Milford, Conn.—Upon oral request of **West Shore Broadcasting Co.**, Beacon, N. Y., **Westport Broadcasting Co.**, Westport, Conn. and **James W. Miller**, Milford, Conn., and without objection by Broadcast Bureau, ordered that date for exchange of data among engineers is extended from Oct. 22 to Nov. 12 in proceeding on their am applications; date for informal engineering conference is extended from Oct. 26 to no later than Nov. 16; date for exchange of affirmative written cases is extended from Nov. 19 to Dec. 3; date for further conference is continued from Nov. 29 to Dec. 10 and date for beginning of evidentiary hearing is continued from Dec. 10 to Jan. 8, 1957. Action Oct. 19.

Indian City Broadcasting Co., Anadarko, Okla.—Granted "Request for Continuance" in proceeding on its am application and extended from Oct. 19 to Nov. 5 date for applicant to furnish proposed exhibits; continued from Oct. 31 to Nov. 21, start of evidentiary hearing; extended from Oct. 23 to Nov. 9 date for applicant to advise of its plans, if any, to call any other witnesses, and extended from Oct. 26 to Nov. 15, date for Broadcast Bureau to notify counsel for applicant of its desire to cross-examine applicant's engineer. Action Oct. 19.

WCBQ Sarasota, Fla.—On oral request of Tradewinds Broadcasting Co. (WCBQ), Sarasota, Fla., ordered that hearing now scheduled for Nov. 1, is further continued to Nov. 6, re its applications for cp to replace expired cp and for mod. of cp. Action Oct. 22.

By Hearing Examiner Basil P. Cooper

Broadcast Bureau—Granted petition for extension from Oct. 22 to Oct. 29, to file proposed findings of fact and conclusions re am application of Babylon-Bay Shore Broadcasting Corp., Babylon, N. Y. Action Oct. 19.

By Hearing Examiner J. D. Bond

Anna Broadcasting Co., Anna, Ill.—Granted petition to remove amended application for new am station from hearing docket and returned to processing line. Action Oct. 23.

Broadcast Bureau—Granted petition for extension of time to Oct. 25 to file proposed findings in proceeding on application of Radio Station KODY **(KODY North Platte, Neb.)**. Action Oct. 23.

By Hearing Examiner Hugh B. Hutchison

Sucesion Luis Pirallo-Castellanos, Mayaguez, P. R.—Denied petition for leave to amend tv application which is in consolidated hearing with **Ponce de Leon Broadcasting Co. of P. R.** and **Department of Education of Puerto Rico** in ch. 3 proceeding. Action Oct. 22.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of October 19

KWYN Wynne, Ark.—Granted license for am station.

KOKY Little Rock, Ark.—Granted license for am station and specify studio location and remote control point.

KLEC Jonesville, La.—Granted license for am station.

KOEL Oelwein, Iowa—Granted license covering increase D power, change from DA-1 to DA-2, install new trans. and make changes in DA-D pattern; conditions.

WJSB Crestview, Fla.—Granted license covering change facilities, install new trans., increase ant. height, change applicant name and type trans.

WGSV Guntersville, Ala.—Granted license covering change ant.-trans. location and operate trans. by remote control.

Following were granted extensions of completion dates as shown: **WXLI Hazelhurst, Ga.** to 1-11-57; **KREX-TV Grand Junction, Colo.** to 12-1-56.

Actions of October 18

WPUV Pulaski, Va.—Granted license covering change facilities.

WPMP Pascagoula, Miss.—Granted license covering increase power and install new trans.

KAGT Anacortes, Wash.—Granted extension of completion date to 12-15.

Actions of October 17

WCNY-TV Carthage, N. Y.—Granted license for tv station (ch. 7); ERP vis. 178 kw, aur 95.5 kw.

WSLS-TV Roanoke, Va.—Granted license for tv station (ch. 10).

WLBC-TV Muncie, Ind.—Granted license for tv station (ch. 49); ERP vis. 14.1 kw, aur. 7.08 kw.

WFBG-TV Altoona, Pa.—Granted license for tv station (ch. 10).

KQTV (TV) Fort Dodge, Iowa—Granted license for tv station (ch. 21).

WKOW-TV Madison, Wis.—Granted license for tv station (ch. 27).

WKRG-TV Mobile, Ala.—Granted license for tv station (ch. 5).

WUSN-TV Charleston, S. C.—Granted license for tv station (ch. 2).

KSEL Lubbock, Tex.—Granted cp to mount fm ant. on SW tower (no change in height); condition.

WNAW Great Barrington, Mass.—Granted request to remain silent for additional period of

60 days ending 1-1-57.

WPAC Patchogue, N. Y.—Granted extension of completion date to 2-16-57, condition.

Actions of October 16

WMOO Milford, Mass.—Granted license for am station and specify studio location and remote control point.

WFWL Camden, Tenn.—Granted license for am station.

WONG Oneida, N. Y.—Granted license for am station and specify studio location and remote control point.

WTTL Madisonville, Ky.—Granted license for am station.

WDUX Waupaca, Wis.—Granted license covering increase power to 1 kw.

WPLA Plant City, Fla.—Granted license, covering change frequency and ant. system (increase height).

WLAT Conway, S. C.—Granted license covering change facilities and install new trans.

WCTC-FM New Brunswick, N. J.—Granted license covering changes in fm station.

WDBJ-FM Roanoke, Va.—Granted cp to change ERP to 14.5 kw, ant. height to 1,940 ft; change studio and trans. location and ant. system.

WLSU Baton Rouge, La.—Granted cp (educ. am) to change ant. system, ERP 1.3 kw.

WTRN Tyrone, Pa.—Granted cp to make change in ant. (increase height).

WNIL Niles, Mich.—Granted mod. of cp to change name to Lawrence J. Plym, d/b as Niles Bcstg. Co.

KHOT Madera, Calif.—Granted extension of completion date to 12-15; conditions.

Actions of October 15

WICY Malone, N. Y.—Granted cp to change ant.-trans. location, change studio location, make changes in ant. (increase height) and ground system and operate trans. by remote control.

WMPY Salisbury, Md.—Granted mod. of cp to change ant.-trans. location; conditions.

KCLN Clinton, Iowa—Granted mod. of cp to change studio location and type trans.; conditions.

Following granted extensions of completion dates as shown: **WNYC New York, N. Y.**, to 1-2-57; **KCHJ Delano, Calif.**, to 1-1-57, conditions; **KWWL Waterloo, Iowa**, to 2-2-57, conditions; **WLOX Biloxi, Miss.** to 2-20-57; **WINS New York, N. Y.** to 12-29, condition; **WMBR-FM Jacksonville, Fla.**, to 1-7-57.

October 23 Applications

ACCEPTED FOR FILING

Modification of Cp

KLEM-TV Eureka, Calif.—Seeks mod. of cp (which authorized new tv) to extend completion date to 6-1-57.

KBID-TV Fresno, Calif.—Seeks mod. of cp (which authorized new tv) to extend completion date.

KPLC-TV Lake Charles, La.—Seeks mod. of cp to extend completion date to 5-14-57.

WJBK-TV Detroit, Mich.—Seeks mod. of cp to extend completion date to 5-14-57.

WABD (TV) New York, N. Y.—Seeks mod. of cp to extend completion date to 2-12-57.

WTLC (TV) Canton, Ohio—Seeks mod. of cp to extend completion date to 5-21-57.

WFMJ-TV Youngstown, Ohio—Seeks mod. of cp to extend completion date to 5-13-57.

KETC (TV) St. Louis, Mo.—Seeks mod. of cp to extend completion date.

WTBF Troy, Ala.—Seeks mod. of cp (which authorized change frequency, increase power, install new trans. and DA and change ant.-trans. location) for extension of completion date.

WHTN-TV Huntington, W. Va.—Seeks mod. of cp (which authorized new tv) to extend completion date to 3-1-57.

License to Cover Cp

WJBF Augusta, Ga.—Seeks license to cover cp which authorized change facilities of existing tv.

WJW-TV Cleveland, Ohio—Seeks license to cover cp which authorized change facilities of existing tv.

RENEWAL OF LICENSE

KAFP Petaluma, Calif.

October 24 Decisions

BROADCAST ACTIONS

By the Commission

Following were granted renewal of license on regular basis: **KLIX Twin Falls, Idaho; KVNI Coeur d'Alene, Idaho; KORK Las Vegas, Nev.; KGOS Torrington, Wyo.; KID Idaho Falls, Idaho; KELK Elko, Nev.; KVRS Rock Springs, Wyo.; KOLD Yuma, Ariz.**

Alaska—FCC adopted Conelrad (Control of Electromagnetic Radiation) plan for am, fm, tv, facsimile, international and noncommercial fm broadcast stations in Alaska. Procedure is similar to that now applied by these stations in continental U. S. and Hawaii, with all stations observing radio silence during radio alert except those specifically authorized to operate as determined by Commission. Rule-making to effect Alaskan plan will be initiated shortly. Announced Oct. 24.

Tv rules—FCC by order on amended Sec. 3.607 (a) of its tv rules, effective Oct. 31, to provide that applications specifying channels which accord with publicly announced changes in table of assignments will be accepted for filing even though such applications are tendered before effective dates of channel changes. This will reduce "double waiting period" of at least 60 days to "single waiting period" of at least 30 days from date of public notice of change in channel assignments to date when final action upon application for changed channel can occur. Announced Oct. 24.

October 24 Applications

ACCEPTED FOR FILING

Modification of Cp

WLEO Ponce, P. R.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WKAT-FM Miami Beach, Fla.—Seeks mod. of cp (which replaced expired cp) for extension of completion date.

License to Cover Cp

WDBO Orlando, Fla.—Seeks license to cover cp which authorized change frequency control equipment.

WBOP Pensacola, Fla.—Seeks license to cover cp which authorized new am.

WLON Lincolnton, N. C.—Seeks license to cover cp which authorized increase power.

KCKT (TV) Great Bend, Kan.—Seeks license to cover cp which authorized new tv.

Renewal of License

KFOX-FM Long Beach, KPFB Berkeley, KSPC Claremont, KCRW Santa Monica, KALW San Francisco, all **Calif.**

UPCOMING

OCTOBER

Oct. 29: Broadcast Adv. Club, Chicago, address by FCC Comr. John C. Doerfer.

Oct. 29-30: Second annual RAB Natl. Radio Advertising Conference, Waldorf-Astoria Hotel, New York.

NOVEMBER

Nov. 1-2: North Carolina Assn. of Broadcasters, fall convention, Sedgefield Inn, Greensboro.

Nov. 2: Tennessee Assn. of Broadcasters, annual convention, Mountain View Hotel, Gatlinburg.

Nov. 8: New Jersey Broadcasters Assn., annual meeting, Hotel Hildebrecht, Trenton.

Nov. 9: Calif. State Radio-Tv Broadcasters' Assn., annual convention, Hotel Clift, San Francisco.

Nov. 9-10: Country & Western Disk Jockey Convention, Nashville, Tenn.

Nov. 11-12: Texas Assn. of Broadcasters, annual meeting, Hotel Caprock, Lubbock.

Nov. 15-17: Radio-Tv News Directors' Assn., annual convention, Milwaukee.

Nov. 16: Arizona Broadcasters Assn., annual meeting, Tucson.

Nov. 16-17: Oregon State Broadcasters Assn., Salem.

Nov. 27-28: AAAA Eastern Annual Conference, Hotel Roosevelt, New York.

Nov. 29: Advertising Research Foundation, 2d annual conference, Hotel Ambassador, New York.

1956-57 TELECASTING YEARBOOK & MARKETBOOK ADDENDA

CHANGES and additions received after the 1956-57 TELECASTING YEARBOOK & MARKETBOOK went to press are included in the following list which will also serve to correct a few errors made in compiling the 412-page volume. For convenience, the information is arranged numerically by YEARBOOK page number. Personnel and other abbreviations may be found on page 2 of the 1956-57 TELECASTING YEARBOOK & MARKETBOOK.

Page 34—Under Television Representatives, Harrington, Righter & Parsons Inc. add to stations represented: WCDA (TV) Albany-WCBD (TV) Hageman, both N. Y.

Page 104—Under Station Directory, Iowa, KRNT-TV Des Moines, principal stockholders should read: Cowles Bcstg. Co., 60%; Murphy Bcstg. Co. (estate of Kingsley H. Murphy), 40%. Cowles Bcstg. Co. also owns KRNT Des Moines and KVTV (TV) Sioux City, both Iowa; WNAX Yankton, S. D., and WHTN-AM-FM-TV Huntington, W. Va. Members of Cowles family have majority interest in Minneapolis Star and Tribune Co. Minneapolis Star and Tribune Co. owns 47% of WCCO-AM-TV Minneapolis and 80% of KTVH (TV) Hutchinson, Kan. Cowles newspapers are *Des Moines Register* and *Tribune*, *Minneapolis Star* and *Tribune* Cowles family also controls *Look* magazine.

Page 110—Under Station Directory, Kansas, KTVH (TV) Wichita, licensee should read: Wichita-Hutchinson Co.

Page 218—Under Station Directory, Tennessee, WLAC-TV Nashville, in executive listing, delete Edward M. Tink, ch. engr., and insert Ralph L. Hucaby. Mr. Tink is asst. ch. eng.

Page 222—Under Station Directory, Texas, KFDM-TV Beaumont, principal stockholders should read: D. A. Cannan, 20.8%; C. B. Locke, 23.88%; L. H. Cullum, 8.2% and others. Mr. Cannan and family are majority owners of KFDX-TV Wichita Falls, Tex. W. P. Hobby (KPRC-AM-FM-TV-Houston Post) holds option to buy 32.5% of KFDM-TV.

Page 252—Under Station Directory, W. Va., WHTN-TV Huntington, principal stockholders should read: For Cowles interests see KRNT-TV Des Moines, Iowa (as corrected above).

Page 284—Under Distributors of Film for Television, insert: Associated Artists Productions Inc. 345 Madison Ave., New York 17.; Tel.: Murray Hill 6-2323; Eliot Hyman, pres.; Kenneth Hyman, vp.; W. Robert Rich, gen. sls. mgr. Services: Distributes film for tv. Branch offices: Chicago—75 E. Wacker Dr.; Tel.: Dearborn 2-4040; Ben Elrod. Dallas—151 Bryan St.; Tel.: Randolph 6043; Norman (Buck) Long. Los Angeles, Calif.—9110 Sunset Blvd.; Tel.: Crestview 6-5886; Robert Kronenberg.

Page 380—Under Television Equipment Manufacturers—Include in "M" listing: J. G. McAlister Inc., 1117 N. McCadden Pl., Hollywood 38, Calif. Tel.: Hollywood 9-5318. Kenneth Clardy, gen. mgr. Products: lamps and stands, light controls and dimmers, lighting accessories; barndoors, tv hangers, plugs and fuses, splicing and plugging boxes, the dual steering "Crab Dolly," editing equipment.

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

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Agency Assessment

THE Assn. of National Advertisers has started what promises to be a worthwhile study of the role of the advertising agency.

No detailed study of this fascinating subject has been conducted in recent years. An objective assessment of the agency's place and functions in today's advertising economy would be of value to all elements of advertising—advertiser, agency and medium.

The ANA was wise to select as chief of this project a professor who has no direct connection with advertising but is at least in academic touch with the field. As professor of marketing for the Tuck School of Business Administration of Dartmouth College, Albert Frey should bring to his work a disinterested but well-informed mind. If he conducts his work according to the ANA's specifications, his will be a real contribution to business literature and a necessary source of information upon which sensible decisions can be reached as to the future of such established practices as the commission system of agency compensation.

Get Out the Vote

ONE of the most encouraging features of the 1952 national election was that it brought out the largest popular vote in U. S. history, a healthy manifestation of good citizenship.

But the big vote would not have been achieved were it not for a tremendous campaign conducted by all media but most effectively by radio and television.

Radio and tv were given the major credit for the record turnout at the polls in 1952.

It is to be hoped that they can claim similar credit for a similar turn-out this year.

As in 1952 the NARTB, in collaboration with the American Heritage Foundation, has been providing stations with information and broadcast material aimed at moving citizens to register and vote. Many stations have been using this material and producing programs and announcements of their own.

The registration campaign is over. The problem in the week remaining before Nov. 6 is to stimulate the registrants to make the trip to the voting booths. In that week only radio and television have the flexibility to unleash the massive campaign of persuasion that will turn out the vote.

We are certain that radio and tv are equal to the job.

Dangerous Assignment

WITH $100,000 extra in its jeans, the Federal Trade Commission has begun its accelerated program of examining advertising copy on radio and television by direct monitoring. A special task force headed by attorney T. Harold Scott is handling this policing, supplemented by part-time work of attorney-investigators in the eight branch offices [B•T, Oct. 15].

We look with concern on this new activity because there will be an obvious effort to justify the new appropriation. No agency of government likes to have its funds cut back, and the FTC would be hard put to get the additional money from Congress next session unless it shows a result. Like any cop on a beat, the FTC may feel it needs to make a record of arrests and convictions.

But that is only a secondary reason for our concern. A much larger question is how the monitoring data will be used. The FTC is not a licensing body. The FCC is. And there is the rub. The FTC, it is readily admitted, is conferring with FCC staff members to work out a system whereby the licensing agency would be notified when an advertiser is using questionable advertising on a given station or network. The plan, it is stated, will be announced "shortly."

Dire things could happen through the transmission of such information. The FCC contends it has no thought of censoring broadcasting; in fact it is precluded from doing so under the law. Presumably the advertising citations will go into the individual file of the station involved and be reviewed at the time of license renewal.

Fraudulent advertising, which the FTC seeks to root out, seldom finds its way to the air. There are criminal statutes to be reckoned with. Broadcasters have voluntary codes to which most stations and all networks adhere. And that, in our view, is the manner in which broadcasters should govern themselves.

Certainly there are some advertising abuses on the air. There are more in print. Ethical broadcasters are as anxious to root out the offenders as is the government. The FTC has been subjecting advertising copy on radio, and latterly tv, to examination for years, with only negligible offenses by advertisers.

We hope the new FTC monitoring unit will not yield to the temptation of fly-specking to justify its new appropriations. And it is to be hoped that the FCC staff will use utmost restraint in appraising the FTC monitoring reports, lest it go off on another "Blue Book" binge and into the forbidden area of consorship.

Drawn for BROADCASTING • TELECASTING by J. McBride, art director, WKJG-TV Fort Wayne, Ind.

"Haven't I seen you on television?"

Colorcasting

ONE need not be clairvoyant to predict the inevitability of color tv. The *fact* of color is more plain than the nose on your face; it is as plain as the 200,000-plus color sets which will have been bought by viewers at the end of this year.

There are a number of factors which make this so. Television is a growth industry, and growth industries will not be denied their growth. If we are to accept the conclusions of Cunningham & Walsh's latest Videotown report [B•T, Oct. 15], black-and-white tv viewing has reached a plateau. This does not mean that the audience will not continue to increase. It will—in numbers as more stations and more hours of programming go on the air, but probably not appreciably in the percentage of viewing done by the individual in the audience. This is a normal development, and as such is to be welcomed. It means that tv has reached a mature stage.

The task now is twofold: to excite potential but not yet sold audience into joining, and to increase the effectiveness of tv on the audience it now enjoys.

Color is the obvious course. As demonstrated by the NBC-BBDO ColorTown report, also reported in this journal Oct. 15, even at this early stage it has proved its ability to attract new listeners, and even more excitingly, to *double* the impact of commercials. And therein is a major key: the medium which can double the already tremendous selling power of television is one which will not be left undeveloped.

Consider also this information. The latest RETMA figures show television set sales down some 300,000-plus units for the first eight months of this year compared to last. July, which was the best sales month since January, was off 20,000. In addition to being lower, it must be remembered that a substantial chunk of these sales were of lower-priced portables.

The manufacturers, then, will welcome a venture into the newness of color. It means an untapped buying public, and a higher-profit item.

Here we see the pattern of black-and-white tv repeating itself. As the venture becomes more attractive, more manufacturers will enter it. And as more enter, the rest will have to follow. And as the production swells so will the prices drop. And the sales soar.

It's that simple.

Ratings?

Take your choice... Pulse or ARB... both show KWK-TV as the Leader in St. Louis Television. Twelve of top fifteen once-a-week shows... seven of top ten multi-weekly shows... plus highest rated availabilities for your spot campaign keeps you completely covered in the Great St. Louis Market. Katz will show you!

what do YOU buy?

Cost Per Thousand?

An investment of $330.00 (one time AA Rate... 9:45 p. m. Tuesday) using ARB rating delivers 212,500 TV homes at a CPM homes of $1.08... CPM impressions of sixty-two cents!! Here's proof that your campaign on KWK, Channel 4 keeps you completely covered with low CPM. Your Katz man can give you more details.

Personalities?

If you want the local touch with your campaign... KWK-TV offers popular local personalities who can and will deliver. Gil Newsome... Fred Moegle... Tom Dailey are household names in St. Louis. They offer complete coverage of the St. Louis market on KWK-TV, Channel 4. Katz can tell you how!

KWK-TV has them all!

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